

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

185 Madison Avenue, New York City

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VOL. XCVI

NEW YORK, AUGUST 31, 1916

No. 9

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## Not Prattle, but Practice



THE story of what an advertising agent can do, can be made as glowing as the glibness of the narrator permits. Advertisers now know this, and they know the story as well.

More and more, thoughtful business men are judging an agency by what it is doing for others rather than by what it can promise to do for them.

Several large accounts have come to us recently without solicitation. Why?

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N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

# "The Farmers Come to Buy"

"The farmer is all important as a car buyer," says the statistical review already quoted. "In Oklahoma, the increase of cars for the year of 1916 as compared with 1915, in so far as figures can be compiled at the present time, is .250 per cent. In Mississippi it is 195 per cent., in Louisiana 210 per cent., and in Idaho 117 per cent. In the great farming State of Iowa there is one car to every fourteen persons, in Nebraska one to every twenty persons, and throughout the other big farming States in the corn and wheat belts similar conditions prevail. The country fair of to-day is incomplete without its attending automobile exhibits. And unlike the visitors at many of the pretentious automobile shows held, the farmers actually come to buy as well as to look."

*Government Report from the N. Y. Times Magazine, Aug. 6, 1916.*

Please note the phrase used by the U. S. Government—the "big farming States."

We have used it many times in these advertisements to distinguish the real farming sections from the play farming sections. The Government also recognizes this distinction.

\* \* \*

The Standard Farm Papers are "Big Farming" papers.

Their subscribers make agriculture pay and pay big enough to be "All important" as car buyers.

Indeed, nearly twice as

great a percentage of these farmers buy cars as do city people.

Men with money to buy autos have money to buy any other luxury or necessity.



## THE STANDARD FARM PAPERS

ARE

The Indiana Farmer  
*Established 1845*

The Farmer, St. Paul  
*Established 1882*

The Ohio Farmer  
*Established 1848*

The Michigan Farmer  
*Established 1843*

Prairie Farmer, Chicago  
*Established 1841*

Pennsylvania Farmer  
*Established 1880*

The Breeder's Gazette  
*Established 1881*

Hoard's Dairyman  
*Established 1870*

Wallaces' Farmer  
*Established 1895*

Kansas Farmer  
*Established 1863*

Progressive Farmer  
*Established 1886*

Birmingham, Raleigh  
Memphis, Dallas

The Wisconsin Agriculturist  
*Established 1877*

WALLACE C. RICHARDSON, INC.,  
*Eastern Representatives*  
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.,  
*Western Representatives*  
Advertising Bldg.  
Chicago

# PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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NEW YORK, AUGUST 31, 1916

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## How Some of the Salesmen's Grievances Can Be Cured

Especially Those That Have to Do with Territory and with Payment

By Cameron McPherson

A SALESMAN once told me that when he started out to sell check-protectors he kept a careful record of the reasons advanced by business men for not buying. After boiling down several hundred interviews he was surprised to find that there were in reality only twenty basic reasons. No matter who he called on, whether it was a banker, lawyer or butcher, he was sure to meet one of these twenty basic objections which he promptly proceeded to combat by reciting the corresponding answer.

I suppose nearly every salesman consciously or unconsciously does the same thing. Nor is there anything to be said against the plan as a plan. Yet it has one big danger. The salesman, hearing these same old twenty objections a dozen times a day, soon becomes callous to them. To him they cease to become reasons. They are merely moth-eaten objections. Yet to the prospect they are very real reasons, and unless the salesman grasps that fact he gets out of tune with his prospect and invariably kills his sale.

This is a fault common to men who sell things. *And it is also a fault with most sales managers.* Keeping salesmen sold is not unlike selling check-protectors. One meets the same old threadbare objections, the same old complaints, the same old kicks. The man who hollers about his territory being too small becomes a monthly occurrence in the large

organization. So is the man who neglects to send in his reports, with the young fellow on a salary who insists on a commission, or the veteran who is peeved because the house won't stand for some ridiculous item on his expense account. To the man whose job it is to listen to these unending and unvarying grievances they soon take on a dull drab color, and I have even known sales managers who maintained form letters which they instructed their stenographers to write to salesmen who were guilty of getting any of these "crazy" ideas. And therein lies one great reason why salesmen go wrong.

### HANDLING THE MAN WITH THE SMALL TERRITORY

Take for example the ever-present salesman who is suddenly possessed with the novel and revolutionary thought that his territory is too small for a man of his great selling ability. Like as not when he comes to you with his story you hand him Answer No. 16, along with some come-on talk to the effect that if he will work as hard next year as he did this year you will see to it that next year he gets a few more big cities. Most every sales manager follows that plan. Any boss can fool any salesman *once*, but look out for next year.

A better way, and one which does not cost much more to follow, is being used with marked

success by an Illinois manufacturer. This sales manager appreciates that when a man complains to him about his territory being too small, or too unproductive or too something else, that in all probability the salesman has laid awake many nights thinking about it. He has brooded over it in the smoking-car. He has even gone over in his mind the very words he will use to try to "sell" the "old man" on the idea of giving him Detroit as well as Toledo. Realizing this, the sales manager does not dismiss the matter with an off-hand remark or an unsympathetic letter.

When the salesman tells him that his territory is too small, and that it does not produce enough business to pay him a decent living, he reaches into a long pine box over against the wall and takes out a bundle of typewritten sheets. These innocent-appearing papers have been lying there patiently for months waiting for this very moment. They contain complete tabulations of towns in every county in that salesman's territory having two or more rated dealers who might handle their line. Towns in which dealers are established are so indicated, towns which have not yet been entered appear blank. There are seventy-five similar packages filed away in that box, one package for each territory, one sheet for each county.

"Perhaps you are right, Jones, perhaps your territory is not as large as it ought to be. Suppose we go over the territory together?" And together they go over the sheets, county by county. The conversation is something like this:

"Well, here is Boone County, Illinois. There are twenty towns in Boone County having over two rated merchants. That means we ought to have twenty dealers in Boone County. Funny, we only have two. Better plan on taking a run down there next month and opening up a dozen or so new towns. Here's Lake County, with 107 towns big enough to support dealers. What's wrong down there? We only have

twelve dealers there all told. I'll bet you a straw hat that if you put in two weeks in Lake County you can add fifty new dealers with only half a try." And so on down the line.

An hour or two at this and all thought of the territory being too small is soon dispelled. The salesman goes back to his territory with a new conception of possibilities lying dormant right under his nose. Instead of harboring a "grouch" against the company for "passing him the dirty end of the stick," he is full of enthusiasm and determination to double up his business or know the reason why. A salesman has been saved from going wrong.

Similarly there are sales managers who are for ever nagging their salesmen to death about sending in reports. First they try urging the salesmen to send in reports for the good it will do them. "Keep us posted with what you are doing, so that we can help you by sending your customers follow-up matter," they write. When this appeal to self-interest refuses to bring the desired result, the sales manager loses patience and makes it clear to the offender that if the reports are not forthcoming, he will be supplanted by someone who will send them in. But still they are about as far from getting the reports as they were in the beginning.

#### ONE WAY TO GET REPORTS

Now anyone who has ever sold goods on the road knows how hard it is to sit down and write a report when what he writes is a liability. It is bad enough to have to write them when there is something to report. Even Form Letter No. 41 for salesmen who have neglected to send in reports will not draw fire from a man who has nothing but a string of failures to show for his week's work.

But there is a way of getting these reports without resorting to strong-arm tactics. This is being used by one sales manager in a way that never misses fire. He recalled that when he was on the road there were only two things



## *We are not printing more magazines than we have to*

This is the time for magazines to conserve their white paper supply—to cut out all returns, free copies, waste,—to hold their editions down to the barest requirements.

That is why we printed only 1,100,000 copies of October Cosmopolitan.

The orders from newsdealers called for 1,250,000 this issue, but we scaled down the orders all along the line.

Last issue, even after the edition was completely exhausted, we had reorders for 22,000 Cosmopolitans. There is always a demand for more Cosmopolitans than there are copies to go around.

That accounts for Cosmopolitan's enormous secondary circulation—that is, the copies that are begged, borrowed and stolen every month. Who shall say how many they number?

The only reason that some advertisers still continue to do without Cosmopolitan is because they have been unable to visualize this unique, subtle quality of Cosmopolitan's circulation.

*Francis W. Huntington*

Now is the time to schedule your advertisement for November Cosmopolitan. A number of late-comers were left out of October.

*COSMOPOLITAN is a  
member of the A. B. C.*

that impressed him as being important. One was sending in his orders. The other sending in his expense accounts. Of these the expense account, of course, came first.

So he solved the problem by getting up a daily expense account. One side of the form provided for the various items of expense, the other side acted as a daily report. On this side there was a space where the salesman could enter the names of the dealers and prospective dealers he had called on, together with the results of the interview. Then there were a number of items about each of these calls conveniently arranged. For example, one of the series of questions called for information about the dealers' advertising activities. The salesman wrote "yes" or "no" after such queries as "Does the dealer do newspaper advertising?" "Has he a mailing list?" "Will he use newspaper cuts?" "Will he use store material?"

By using this form of daily report it no longer became necessary to write the salesmen reminding them that they had not sent in any reports for Monday and Saturday of last week. Whoever heard of a salesman that neglected to send in his expense account?

#### PAYING A SALESMAN WHAT HE IS WORTH

These two illustrations are introduced here merely to illustrate the wisdom of not letting ourselves become too hardened to a salesman's "troubles"; many of them can be met before they come to a head. But even so, there will still be salesmen who will go wrong unless the basis of compensation is right.

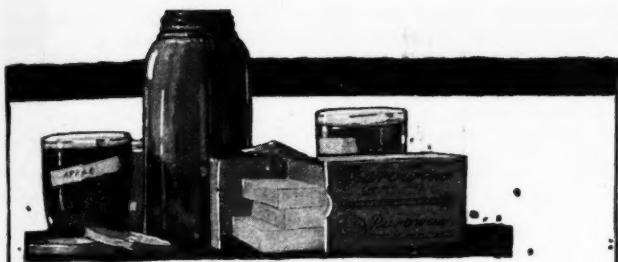
The opinion seems to be growing among sales managers that both the salary and commission plans of remunerating salesmen are not all that could be desired. Here is a salesman out in Kansas making long jumps selling, let us suppose, a hard territory. He is a real salesman, and an analysis of his sales shows a high percentage of products that are

comparatively hard to sell. Yet he is getting the same commission as the salesman working the ideally grouped New England territory.

Or again, here is a salesman working on a salary. Perhaps he is a member of a big organization where it is difficult for a sales manager to know exactly everything a salesman is doing. He works in close harmony with the credit department, sending in frequent reports; he makes twice the calls that another salesman makes who has been on the job long enough to take things easy and yet keep the "old man" thinking he is hopping about at a lively gait. Hardly a month goes by that this more energetic salesman does not open up a few new accounts. The older man is well content to hold what he has, leaving it to business conditions to take care of his increase. The younger salesman sees all this going on. He realizes that he is working twice as hard, yet he is getting perhaps but half the money. He begins to get some nice business. He feels his oats. And the inevitable happens—a perfectly good salesman in whom the company has invested perhaps \$3,000 or \$4,000 goes wrong. Salesmanlike, he becomes assertive, and for the good of the service he must be eliminated.

#### THE TASK AND POINT SYSTEM

This is going on every day in every sales organization, yet it is only here and there that sales managers are asking themselves the why of it, and making any serious effort to correct it. One solution which is being tried by several of the large concerns, for example, the Beech-Nut Packing Company, is to reward its salesmen on a point basis, giving a bonus above a salary to men who make over the required amount of points each month. The plan is to determine the comparative difficulty and desirability of selling the various products in the line. For example, Beech-Nut bacon is the easiest to sell. It is made the standard. For every dollar's worth of Beech-Nut bacon



**C** LUMSY paper caps tied about with string—that was the way grandmother used to try to keep her jams and preserves from spoiling, and she wasn't always successful. Today nine out of every ten housewives save time and save trouble by using Parowax. Advertising has helped to teach them. The advertising of this product has been directed in large part by this company.

Our booklet "Advertising Service" will be sent upon request, which tells in an interesting way of the completeness of our organization.

THE H. K. McCANN COMPANY  
New York Cleveland San Francisco Toronto

**Parowax**

sold the salesman gets a certain number of points. Products that are half as hard again to sell are given half again as many points. Under this plan of remuneration a salesman making a salary of \$40 a week is required to sell a certain number of points, say 10,000 points a week. The task of the \$50 man is set at 12,500 points and so on. What he sells over that necessary number of points brings him a bonus.

Sales managers who have studied this system say that it operates quite successfully and makes the men much more contented. If nothing else it enables each man to see what he is doing. He knows that others see what he is doing. He feels satisfied that he is being paid for what he does. Half the battle in handling salesmen and keeping them happy is to keep them thoroughly sold on the idea that they are getting a four-square deal.

Unquestionably the bulk of the reasons that lead salesmen away from the straight and narrow path can be traced back to the remuneration question. Some sales managers will dispute this, and will insist that they handle their men so cleverly that they do not have any trouble on that score. But a peevish salesman is like some stomach troubles—you can't always tell from the outside what's going on inside.

Nine out of ten salary salesmen you talk to have an ever-present idea, which expands in proportion to their sales, that if they were on a commission they could be making about twice as much money. As long as they have that idea tucked away back in their heads they are not going to give you the best in them. One sales manager gets around this by telling his men at the outset that they can have either a salary or a commission as they prefer. As a result half their men are on a salary and the other half on commission. But it shows the commission man that he is not "his own boss," and the house has just as much to say about what he is to do as it has about the salary man. And it makes it

clear to the salary man that he would not be making any more even if he were on commission. It is just a matter of how he takes his earnings—so much a month regardless of business, or so much a month according to business.

When you get right down to brass tacks this method of handling the fellow who is looking squint-eyed at the chap over in the next territory on commission, is simply another illustration of the point I made in the beginning of this article that the successful sales manager is the one who has not forgotten the old days when he used to "pack a grip"—and does not let himself grow too hardened to his salesmen's stereotyped grievances.

### Homer M. Clark Leaves Beaver Board Companies

After three years with The Beaver Board Companies, Homer M. Clark, advertising manager, has resigned to enter the advertising department of the General Electric Company, Schenectady. He is succeeded by Leon A. Selman, who for the past five years has had charge of sales promotion and the operating of the branch offices of The Beaver Board Companies.

With the General Electric Company Mr. Clark succeeds F. L. Miller, who has become advertising counselor to the Barta Press, Boston.

### Appointments to New York Motion Picture Mail

T. E. Oliphant has been appointed to direct the editorial and publication policies of the New York *Evening Mail's* motion-picture edition. He has been associated in the past with Butterick, McCall and Curtis companies' publications.

C. A. Kracht has succeeded John W. Semler as advertising manager of the *Motion Picture Mail*. He has been associated with the *Mail's* advertising department, and before that was with the New York *Globe*.

### Carlisle N. Greig With New York "Herald"

The New York *Herald* has appointed Carlisle N. Greig as advertising counsel. He will be in charge of the paper's publicity and advertising promotion and more specifically of a new business department to be published three days each week. Mr. Greig has been director of work of a similar nature for the Chicago *News* and Cleveland *Plain Dealer*.



11 EAST 36TH STREET  
NEW YORK

**I**N ONE YEAR

*this agency has come  
from 24th to 4th in vol-  
ume of business handled.*

*The reason: MEN.*

**CHEL TENHAM**

*Advertising Agency, Inc.*

# Biggest Thrift Campaign Ever Begins To-morrow

Features of the American Bankers' Association Work to Line Up Bankers and Teach Public to Save

**T**O-MORROW, September 1, will mark the beginning of the heaviest "bank advertising" campaign ever instituted in this country or any other country. Properly speaking, it is not a bank campaign at all, but a nation-wide thrift campaign, backed in co-ordinated fashion by the bankers of the country, under the guidance of the American Bankers' Association.

The campaign, which has been in the course of formulation for the past year or more, is expected to continue for several years, and the total amount of money to be invested in all forms of advertising will, if plans go through, make most other appropriations pale

into comparative insignificance.

It is planned to have the advertising start simultaneously in about forty cities—such cities as Toledo, Cleveland, Brooklyn and others which are smaller but which are important as "centers," like Gary, Ind., and Tulsa, Okla.

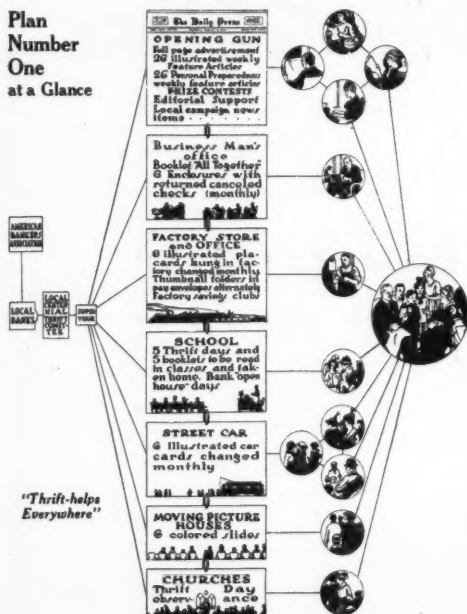
The work is under the immediate direction of M. W. Harrison, secretary of the Savings Bank Division of the American Bankers' Association. A strong propaganda of education has been directed toward the bankers of various communities. In addition to a heavy preliminary fire of "literature," designed to sell the banker on better thrift advertising, well-informed men have

been traveling over wide territories. A field man goes into the city, calls a meeting of the bankers of the town and goes carefully over the whole plan.

BANKERS HAD TO BE "SOLD"

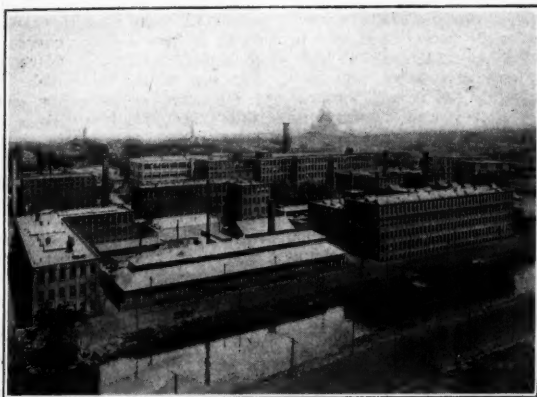
Naturally, the broad - visioned character of the plans has made some of the bankers, used to thinking in terms of \$60 or \$100 advertising appropriations, gasp. The field men have been confronted by the never-failing conservative banker who is afraid to use human interest in copy and thinks that the needs of education are served

Plan  
Number  
One  
at a Glance



A DIAGRAM IN THE PLAN TO SHOW BANKERS THE SCOPE OF THE CAMPAIGN

# *Rhode Island's Industries* **Machinery**



PLANT OF BROWN & SHARPE MFG. CO.

Over 24 acres of floor space. 5600 employees. Their precision machines and tools are known throughout the world.

## ***Rhode Island is a Leader***

IN THE MANUFACTURE OF

### **The Finer Products of Iron and Steel**

such as textile and other mill machinery, tools, screws, etc.

These are a few of the well-known concerns :

Textile Finishing Machinery Co.

H. & B. American Machine Co.

General Fire Extinguisher Co.

Builders Iron Foundry

American Screw Co.

Nicholson File Co.

which employ over 19,000 people, whose average wage is \$693 a year. Are your products reaching these prosperous workmen?

RHODE ISLAND is the Home of

## ***The Providence Journal*** ***The Evening Bulletin***

REPRESENTATIVES: CHAS. H. EDDY CO.

New York

Boston

Chicago



by publishing dry financial statements. In spite of all that has been said regarding advertising in the past few years in progressive bank circles, the number of bankers who were saturated to the marrow with this doctrine of resultless near-advertising was large.

But the field men's work progressed. In every community bankers were found who were restless under the old, conservative régime and who wanted to branch out in real resultful fashion. These men were duly impressed with the significance of the fact that the past efforts of the bankers to get deposits on a large scale had been futile. These men knew that old methods would have to be discarded if the banks were to get as deposits any large proportion of the \$300,000,000 which, it is estimated, is lying about the country hoarded in stockings, bureau-drawers, cooking-stoves and teapots or buried out in the garden.

Therefore, once these men were awakened, work upon the ultra-conservative became more effective, until enough cities had been lined up to make possible the actual beginning of the advertising.

While, of course, the ultimate object of the campaign is to inculcate thrift in the general public, one of the immediate objects of the advertising, it is felt, will be to soften former hardshells among the bankers, convert them to a newer spirit of activity and of attitude toward depositors, and thus to make plain Sam Jones and Molly Perkins steady bank customers.

It was the viewpoint of those directing the campaign that it would be too bad if the advertising were to bring folks into banks only to be confronted at the depositors' windows by men of chilly demeanor of whom many of the plain people stand deeply in awe.

The story which was turned in by one of the field men will serve to illustrate the importance of first converting the bankers.

Into a large, handsome, "up-to-date" bank in a large city recently went a woman armed with a

power of attorney from her husband to draw some money out of his savings account. The husband was ill, so that his hand shook and his signature was not very plain. This was her third visit in her effort to get the money—she had been turned down on the two preceding trials. When she reached the paying teller he once again scrutinized the signature and shook his head; but the appealing look of the woman caused him to hesitate and he took the paper into one of the inner offices.

He returned in a few minutes and said: "Madam, this is not a very regular signature, but we have decided to recognize it. But you must take all the money, not part of it, for we cannot longer be bothered this way."

The woman was bewildered. She protested that her husband had been a depositor there for years; that she did not know what to do with all the money; and that they only needed part of it, though that they did need badly. No use. The teller counted out the full amount—some \$2,300—and handed it to her. No interest was added, because it was drawn between interest dates.

Then in desperation she asked him to tell her of another bank in which she could place it with safety. He said he knew of none—and then asked her to move on because she was blocking the line! Weeping with distress, she went out of the bank.

The association long has been cognizant of such unfortunate conditions and has discussed them at many meetings, until things took some formal shape in 1915 at Seattle. Some literature was then distributed and responses came from some 200 cities—"right out of the blue." But this manifested interest was not conclusive evidence that the local bankers had grasped the idea. Too many were still in the \$50 class, who regarded anything approaching \$400 or \$500 a year as extravagant waste. Even bankers of large resources concluded they "would have to think it over," or threw up their hands.

(Continued on page 17)

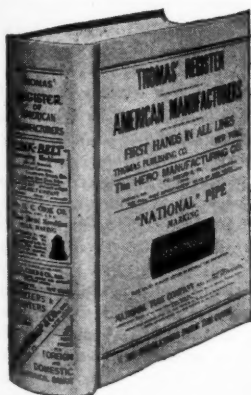
# 110,000 Subscribers of \$100,000 Capital Each

would not equal the total capital of those who subscribed to Thomas' Register **since October, 1915**, which exceeds \$11,000,000,000, a purchasing power unparalleled by any other subscription list. (*See Audit Bureau of Circulations Report on Thomas' Register.*)

## LAST CALL

The New Thomas Register is about ready for the press. It is issued once a year—used thousands of times each day.

It is the official register of the American manufacturers, and serves as an accurate purchasing guide to more than 70,000 articles of every description, and the source of supply for each.



Your advertisement will appear in the exact place where the buyer will look for your goods.

**Thomas Publishing Company, 134 Lafayette Street, New York**  
BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO LONDON

*Member Audit Bureau of Circulations*

## Career of the Charles Francis Press

ESTABLISHED OVER TWENTY-TWO  
YEARS AGO—TODAY IS ONE OF  
AMERICA'S MOST WIDELY  
KNOWN PRINTERIES

**D**OUBTFUL it is if any other printing-office in the country turns out magazines with the clock-like regularity of the Charles Francis Press. Every business day in the year a magazine is issued, and in the twenty-two years of its history not a single magazine has had a serious delay. Just as the Twentieth Century Limited shows up in Chicago and in New York at a certain hour every day in the month, just so the magazines come from this twentieth-century printery.

The magazines patronizing the Francis Press have been singularly uniform in their prosperity. The *Review of Reviews* has grown on its presses from 175,000 to nearly 300,000 circulation, *The Parisienne* from 35,000 to 200,000 in a period of twelve months and other publications made by the Francis Press have grown proportionately. The good printing and the on-time delivery have been a feature in the prosperity of all of the magazines bearing the Charles Francis Press imprint.

There is no finer or more complete printery in Greater New York than that of the Charles Francis Press, which is now housed in two of the commodious floors of the Printing Crafts Building, utilizing 48,000 feet of floor space. The growth of the Francis plant has been a steady development during twenty-two years.

The transferring of a \$300,000 printing plant from 13th Street to 34th Street was no simple job, especially when it is remembered that this had to be accomplished without a single day's delay of the publication of a single magazine. It was only possible by the purchase of a large quantity of new machinery and the starting of the plant in the new location, and keeping up operations in both plants for a period of about sixty days, gradually transferring work from the old plant to the new. The cost of the transfer was approximately \$20,000. About \$75,000 worth of new machinery and equipment has been placed in the new quarters, so that the total investment in the plant is now about \$400,000.

An entirely new modernized Linotype plant of eight machines, with a total of twenty-six magazines, represents a further new investment of over \$25,000. This equipment permits twenty-six styles of type-faces being available on machines at all times, and reduces changing to a minimum. It is an interesting fact that the capacity of this battery of Linotypes running on double shift is greater than that of one hundred

hand compositors, and occupies about one-sixth of the floor space that the men would fill.

The cylinder-press department has been increased by the addition of three of the largest size (45 x 65) two-color machines. These magnificent "Michles" take on a sheet of eight magazine covers in two colors, producing over 12,000 covers per hour. Several large-sized one-color "Michles" also being added. The large space available for the cylinder-press department permits the machines being lined up so that the paper stock is trucked in and out with a minimum of labor. There are thirty large presses in all in the establishment.

Quite recently a plant of fourteen of the latest and largest "Dexter" folding machines was added to the Francis equipment, and one new \$2,200 "Cleveland" folder. When it is remembered that the web machines deliver their product folded, it will be recognized that the folding capacity of the plant is enormous.

The minor conveniences of the Francis printery are carried out on the same liberal scale. The office partitions and conveniences are a joy to the eye, and notwithstanding the immense quantity of whirling machinery on all sides, the absence of vibration and cheerful surroundings suggest a parlor rather than a business office in a manufacturing building. The employees' quarters are also of the most up-to-date character. Every man has a locker; every worker has good light and plenty of ventilation.

One of the interesting features of the equipment is a plant of motor trucks of beautiful and artistic design, carrying the Francis trade emblem. These trucks deliver the magazines in 10,000 lots, insuring prompt delivery service. As one magazine or more is issued every day in the month, these trucks have plenty of work. When the equipment is completed there will be \$10,000 invested in tires alone.

When Charles Francis started in business he already had a ripe experience. Observing the failures of various larger printers from time to time, he made note of the causes and established his business on lines calculated to avoid the possibility of similar disasters. One of the rules he has made has surprised some customers. It is that no one publisher shall be allowed to monopolize more than one-sixth of his plant. The cause of this rule is that several printers in the past have built up large printing plants based mainly on the work of a single publisher, and when that publisher collapsed, they went under; or in some cases, the one large customer installed his own plant and the printery was left to perish for lack of trade. This is cited at length as illustrating the broad views which have controlled the Francis business and placed it in the front rank of the world's printeries. The establishment does not confine itself to magazines, but produces a great many ornate trade catalogues, brochures and advertising booklets. Especially is it equipped for long runs of fine work needed in a comparatively brief time. "Big jobs well done on time," is the short but forceful expression of the Francis output.

## CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK

TELEPHONE, GREELEY 3210

(From *Newspaperdom*, Aug. 24, 1916)



One flour manufacturer incurred the enmity of the bakers by publicly urging women to turn back to home baking.

Another flour manufacturer is endeavoring to build good-will among bakers by telling housewives to accept a larger loaf at 10c instead of a smaller loaf at 5c.

Both are dodging the real point—which is, that the housewife will gladly pay attention to flour advertising which says something; will come to want that brand and will prefer it, whether she buys bread or bakes it. There are, of course, many other factors to consider besides advertising—such details as quality of the goods, price per barrel, salesmen, dealer treatment, etc.—but the big principle of consumer acceptance is ready to go to work for the flour manufacturer who wisely uses the *Farm Journal* and some other good publications. October closes September 5th.

## The Farm Journal

Washington Square, Philadelphia



an 'Opening Gun' full-page advertisement, followed by twenty-six illustrated, paid-for, weekly feature-article advertisements and twenty-six paid-for, personal-preparedness, weekly feature-article advertisements, run alternately; and there is one prize contest. During the last month of the campaign a series of 'Round-Up' quarter pages is to run, with such heads as: 'What Can Resolution Do for You?'; 'That Old Savings Book of Yours'; 'Time to Decide Now.' All of this is paid for, as provided in the 'Schedule.'

"(2) Business Man's Office. This begins with the 'keynote' booklet, 'All Together in a Good Cause,' which is mailed to prominent citizens with the letter of 'Call for Preliminary Meeting,' which is shown in the Plan book. It is followed by six enclosures which are sent out one each month with returned canceled checks. Titles of some of these are: 'We Want Your Help in This Great Movement,' 'A Good Word from You,' 'Set an Example Yourself,' etc.

"(3) Factory, Store and Office: Six illustrated placards hung in factory, changed monthly; 'Thumbnail' folder in pay envelopes; factory savings clubs, designed to facilitate the gathering of small sums into one deposit. The preliminary is the distribution of the 'All Together' booklet; and the 'Thumbnails' are very short talks on 'Your Cash Capital'; 'Your First Thousand Dollars,' etc.

"(4) The School: This is a very important angle, not only because of its direct influence on the susceptible young folk, but also because children influence their parents; so there are five Thrift Days, five booklets, and bank 'open house' days. The booklets are 4½ x 6, sixteen pages, are to be read aloud by pupils in fifth grade and up on thrift days, and then taken home. The subjects are: 'My Bank and I,' 'Getting a Start,' 'The Magic of Compound Interest,' etc.

"(5) Street-Cars: Six illustrated car-cards, changed month-

ly; subjects: 'Don't Merely 'Dream' Things'; 'Lend Us Your Boy'; 'Work Up,' etc.

"(6) Moving-Picture Houses: Six short thrift films.

"(7) Churches: Thrift Day observances, say Sundays on which appropriate sermons will be delivered.

"Every person, old and young, in any community in which such campaign is put on, at every turn may find some card, booklet, editorial or utterance which is urging him or her to save. All mediums used, no matter where or with whom first contact is made, eventually converge in the home among the family.

"The extent and cost of local campaigns vary, as do circulation and rates of newspapers. School population varies. Some cities are distinctively factory centers. It is therefore desirable that a complete budget be worked out for each city; but this one for St. Paul, Minn., will serve for illustration:

10,000 Booklets "All Together in a Good Cause".....	\$110.00
2 sets electrotypes Feature Articles "Business of Getting on in the World".....	117.00
Feature articles "Personal Preparedness".....	26.00
Newspaper copy full-page opening broadside.....	2.00
Newspaper copy 8, Round-up Ads.....	10.00
10,000 Booklets "My Bank and I".....	140.00
10,000 Booklets "Getting a Start".....	140.00
10,000 Booklets "How Fortunes Begin".....	140.00
10,000 Booklets "The Magic of Compound Interest".....	140.00
10,000 Booklets "Confessions of a Spendthrift".....	140.00
1,000 Factory Cards "Don't Merely 'Dream' Things"....	60.00
1,000 Factory Cards "Work Up".....	60.00
1,000 Factory Cards "Have You Initiative?".....	60.00
1,000 Factory Cards "Don't Wish for Opportunity".....	60.00
1,000 Factory Cards "Which Kind Are You?".....	60.00
1,000 Factory Cards "Lend Us Your Boy".....	60.00
100 Oak frames for same....	60.00
40,000 Sets Thumb-nail Pay Envelope folders, 6 kinds, @ \$6.00 per M sets.....	240.00
25,000 Sets Bank Statement Enclosures, 6 kinds, @ \$7.50 per M sets.....	187.50
10 Sets Moving Picture Slides, 6 to set.....	50.00
450 Car Cards per month, 6 months, 2,700.....	162.00



# Another "Best Ad"

Fig. 53

C. F. MESSINGER, Chain Belt Company, Milwaukee, Wis.  
 "We are sending you two of our best ads; the one on the traveling intake screens is not the best ad from a layout or copy standpoint, but it pulled for us probably as well as any ad we have ever run, so that really it might be called our best ad. We used this double page spread in *Power* and the *Journal of the American Society of Mechanical Engineers*. Between these two papers we were able to trace about \$15,000 worth of business. We have been manufacturing the screens for about three years, but have never

Last week we reproduced on this page an ad. from the *Best Ad Number* of "Advertising & Selling"—one insertion of that ad in *POWER* produced \$800 worth of direct business. Here's another:

**Offer You Something New In Screens**

**CHAIN BELT COMPANY,**  
 754 Park St., Milwaukee, Wis.

Fig. 53

\$15,000 worth of direct business from one insertion of this ad in two papers—one of which was

# P O W E R

Isn't this conclusive proof that if you have anything to sell to power plants that you can sell it through **POWER**?

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *American Machinist* and *Coal Age*. All members of the A. B. C.

## It's Here

SEPTEMBER Good House-keeping—the first in the new size—is distributed this week.

We have been told by those who have seen advanced copies that it represents a new ideal in magazine publishing.

Did you get your copy?

# Good Housekeeping

119 West 40th Street, New York City  
C. Henry Hathaway, Advertising Manager

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Space Sunday <i>Pioneer Press</i> full page opening gun.....	\$256.25
Space Saturday <i>Daily News</i> full page opening gun.....	145.00
Space Sunday <i>Pioneer Press</i> 26 features (Business of Getting on in the World)...	1,310.40
Space <i>Daily News</i> , 26 features (Business of Getting on in the World).....	764.40
Space <i>Pioneer Press</i> and <i>Dis- patch</i> all day, 8 Round-up Ads .....	571.20
Space <i>Daily News</i> , 8 Round-up Ads .....	235.20
Street Car Space, 6 months @ \$190 per month.....	1,140.00
Space in 10 Moving Picture Houses .....	150.00
Cash Prizes for Contest.....	165.00
Supervisor's Salary, 6 months, @ \$100 per month.....	600.00
Sundry Expenses .....	500.00
Total .....	\$7,861.95
Divided among 17 banks, average per bank \$462.50.	

#### GETTING THE FUNDS FOR THE CAMPAIGN

"No bank names are used in any of the advertising. Each bank is urged to go after business on its own account—with enhanced prospects of success by reason of the general thrift-imbuéd atmosphere; but each bank is asked to subscribe in proportion to its ability to secure returns on the investment."

Almost half of the entire appropriation goes into the local newspapers. The Specimen Budget shows just how painstaking has been the work of estimating local requirements, and how careful has been the apportioning of the funds.

"We have engaged Irvin S. Cobb to write us a scenario entitled 'The Adventures of Bill,'" said Mr. Harrison. "The 'Bill' is a dollar note which is followed through various adventures and vicissitudes during which it accomplishes great things and finally returns to the United States Treasury. But this is a genuine play of five reels, which is being produced by the Vitagraph Company of America in co-operation with our association as part of its regular stock. The idea is to have local bankers and all other friends of ours ask movie-house owners to requisition this play from the Vitagraph people and, at the close of each run the banks' representatives will hand 'Thrift'

literature to the outgoing audience.

"The play is strong, 'gripping,' replete with 'human interest,' love and romance, with Lillian Walker as leading lady and with Secretary of the Treasury McAdoo as one of the characters, so there is nothing cheap or second-rate about it. In fact, it is entirely up to Cobb's standard.

"If we can get bankers to work with us in boosting this play, we feel sure they will reap such results as will convert them to the entire work."

#### Smith, Denne & Moore, Ltd., Succeed Thompson

Following the purchase of the capital stock of J. Walter Thompson Company, Limited, in Canada by Frank G. Smith and his associates, A. J. Denne and Harold A. Moore, the name of the agency has been changed to Smith, Denne & Moore, Limited. The Canadian company has been under the active management and direction of the present owners for the past three years. Mr. Smith will continue as formerly to have headquarters at New York, Mr. Denne in Toronto and Mr. Moore in London. The company takes over the London office of J. Walter Thompson Company, and succeeds to its continental affiliation with Société Européenne de Publicité of Paris.

#### C. G. Howell Heads New Racine Club

The Advertisers' Club of Racine has been organized in the Wisconsin city of that name with the following officers: C. G. Howell, advertising manager of the J. I. Case Plow Works, president; Frank Lovejoy, of the *Wisconsin Agriculturist*, first vice-president; W. J. MacInnes, of the Western Advertising Agency, second vice-president; Harry J. Sanders, advertising manager of the Gold Medal Camp Furniture Company, secretary; F. R. Starbuck, of the Journal Printing Company, treasurer.

#### Directs Paige-Detroit Sales Promotion

Charles S. Pike has resigned from the sales department of the Burroughs Adding Machine Co. to join the Paige-Detroit Motor Car Co. as manager of its new sales promotion and efficiency department.

#### J. M. Fowler With White Star Refining Co.

J. M. Fowler, Detroit manager of the Prest-O-Lite Co., has resigned to become sales manager of the White Star Refining Co., Detroit.



# ANALYZED

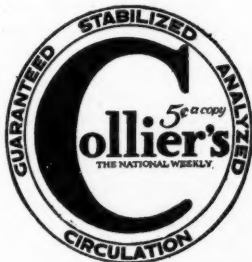
We happen to know what 739,000 of Collier's subscribers do for a living—a fact that, if it did nothing else, would illustrate our close contact with our readers.

But it has a greater significance and use, for by means of such unique identification the advertiser may calculate with great accuracy the business character and trend of interest of these readers.

With the aid of our Occupation Analysis, which you may have on request, you can visualize almost at a glance this great army of business men and housewives and their families.

This analysis of 95% of our subscribers, together with the other information available about Collier's Trade-marked Circulation, makes it possible for you to figure very definitely what part of your own individual consumer market you may reach through the market Collier's readers provide.

Subscribers  
776,000



Total Circulation  
914,000

Get Very  
Wide and Wise  
Distribution in the  
*Small Town Field*

*J. A. Lusk*

Advertising Manager.

HOME LIFE — 1,000,000 CIRCULATION



# HOME LIFE

*"The Small Town Family Magazine"*

1,000,000 Circulation — RATE NOW \$3.50 PER ANNUUM

MEMBER AUDIT BUREAU OF CIRCULATIONS

We advise the use of several highly efficient large circulation publications in the Small Town Field which blanket the greatest buying power in America today in towns of 10,000 population and under.

Let us particularly tell you about HOME LIFE. Write

ADVERTISING DEPARTMENT

PUBLICATION OFFICE AND PLANT  
Ohio Street, corner La Salle  
Chicago, Ill.  
Tel. Superior 3280

EASTERN OFFICE IN CHARGE  
A. J. WELLS, Vice-Pres.  
1182 B'way, New York, N. Y.  
Tel. Madison Sq. 7551

The copy concludes with this anecdote. When, in 1915, the States of New Jersey and New York were voting on women's suffrage, President Wilson made two special trips to Princeton to register and vote for the amendment. According to the records, the copy states, Mr. Hughes neither registered nor voted on this occasion, nor has he voted at any election since 1910.

When Mr. Hughes reached San Francisco still some more merchandising strategy was injected into the campaign. To get 100 per cent attention to this big ad, a smaller one was prepared, calling the attention of citizens to the fact that this big ad was about to appear and appealing to them to "Make Mr. Hughes Answer!" (See cut herewith.)

This copy was telegraphed to San Francisco and it preceded Mr. Hughes in every town in which he speaks from San Francisco on, followed by the big ad. The smaller challenge runs eighty lines deep over two columns and appears in preferred position—at top of column or surrounded by reading.

This campaign will also be carried into Maine, in addition to a more general campaign to be conducted in forty newspapers of that State during September. It is said that the Democrats have some other publicity stunts up their sleeves to spring in this State. The Maine campaign in some part is due to the proprietor of one of Boston's department stores, and one of Boston's largest advertisers.

"Get some advertising into Maine," he urged, "and you'll win the State for the Democrats."

In some of the so-called "review" magazines and weeklies appearing during the first week of September will run a reader advertisement varying in size from one to four pages aiming to convince people that Mr. Wilson has not been solely a working-man's President, but that he has been, as well, the business men's President, and that he has put the country on

## Make Mr. Hughes Answer!

**W**HEN Candidate Hughes speaks here tomorrow he will be confronted with a quarter page advertisement, in this newspaper, containing an open letter signed by the foremost publicists and literary men of the United States.

It asks ten questions pertaining to the vital issues of the 1916 Presidential campaign.

These questions were hurled at Mr. Hughes the day following his speech of acceptance and have been repeated in quarter page advertisements in every newspaper in every city in which he has spoken since that day, but not once has he answered them.

He tried to answer one at Chicago, but failed, and at Fargo, N. D., he confessed that though he criticized he had "no panacea."

Yet he asks your vote!

## Make Him Answer Right Here in San Francisco!

ADVANCE CHALLENGE AIMED TO FOCUS ATTENTION ON QUESTIONNAIRE

a permanent prosperity basis through constructive legislation. It quotes figures to make its point that our present prosperity is in very small measure due to the war. In other words, it aims to sell the business man on Mr. Wilson's type of Democracy. It also appeals for funds.

None of the copy, either newspaper or magazine, is of the mud-slinging order.

Already the committee has contracted for 1,200 posters all over the country, and this number may



be doubled. In this space will run a twenty-four-sheet poster. At the left of the design stands a woman with her arm about two children, a boy and a girl. Over her head show red clouds surrounding a symbolic head of Mars, the god of war. At the right, in blue silhouette, appear factories before which walks a man waving to



## Why Business Men Will Vote for Wilson

The Constructive DOMESTIC Legislation which has Created Prosperity and Made for its Permanence

THE outstanding feature of the anti-Protectionist campaign is that many thousands of Progressives and Republicans are actively supporting President Wilson and advocating a continuance of his policies.

An overwhelmingly large proportion of these are the heads of our most important industries which do an interstate business. They are your kind of business men. They believe that the marvelous business development of the nation during the last two years is due to the policies of Mr. Wilson and not to the war in Europe. You will find this challenge true, but read a little further and you will see the proof. These business men tell that he has caused us to be elected legislation which the country needed desperately and which we were at present, or failed to get under other administrations. They feel that he has far exceeded his campaign slogan—protectionist industries—protectionist he has created surplus laws as he

found the need to arise from conditions which made themselves evident after his adjournment to his office. They feel that never before in the history of the nation have so many vital necessities and so completely sound economic reforms been enacted since laws as to what a tariff.

These views and the reasons for them call not for to meet your current consideration, since they are the views of Mr. Wilson's former political opponents, important men who do not change their minds easily, but who, in this instance, have had overwhelming cause to do so. They have changed their minds—why will not you?

In two years our national wealth has increased \$41,000,000,000. This is approximately \$400 per capita, an increase beyond parallel in any other period of the nation's history. Bank deposits have increased \$4,000,000,000. The trade balance in favor of the nation has decreased

**Our national wealth has increased \$41,000,000,000 in two years. This is NOT due to the war. What DID it?**

FIRST PAGE OF FOUR-PAGE MAGAZINE READER

the woman and children. In the center in a vision effect in the clouds shows a side-face portrait of Mr. Wilson. The idea, of course, is that instead of war we now are enjoying peaceful prosperity.

An extensive campaign, dealing with the administration's record, is being prepared for the farm weeklies. It is being placed by the Taylor - Critchfield - Clague Company, of Chicago. More newspaper and magazine space may be taken on as the campaign develops. Car-cards are now being considered, to be run in localities where the committee considers they will be of strategic importance.

Less circularizing will be done this time than is usually the case. Certain reprints of speeches will be mailed out. The speech by

ex-Governor Martin H. Glynn, of New York, renominating Mr. Wilson, has already been distributed through the mails. There will be pamphlets on such subjects as "Wilson on Business," "Wilson on Labor," etc., and the regular Democratic Text-book, which is published every two years.

While this is going on a mailing list of 80,000 prominent Democrats is being informed of the publicity work in order to intensify the value of the advertising by getting them warmed up and making each one of them a center of radiating influence in spreading the doctrine preached in the copy.

The Hanff-Metzger agency is handling the newspaper and magazine advertising.

MEANWHILE, WHAT ARE THE REPUBLICANS DOING?

Meanwhile the National Hughes Alliance is starting a limited campaign in a few of the September monthlies and weeklies, advertis-

**Give Us a Great President for a Great Crisis**

THESE are days that demand true greatness at Washington. And for the critical days that are to come after the war, we shall more than ever have need of a great executive. Charles E. Hughes is the man. His record as a great Governor in New York State proves it.

This is his record in brief:

When the gay investigation began in New York City, Hughes, unknown to the public and without of it, put the city on a great higher plane. Hughes took corporate and individual wealth to the people for the first time in the history of the city.

Public education of his Government in its management brought him the Republican nomination for Mayor of New York, which he won. He was elected Mayor of New York, which he won. He was elected Mayor of New York, which he won.

THE REPUBLICAN MAGAZINE COPY

ing Mr. Hughes' record and appealing for funds to continue the campaign. This advertisement is headed by a three-quarter-face

portrait of the Republican candidate, as accompanying cut shows.

The copy records some of Mr. Hughes' achievements, such as the insurance investigation, the stamping out of race-track gambling, the establishment of public service commissions, the elimination of the "dark horse cavalry," or the railroad lobby, in Albany, etc.

It is understood that the Hughes Alliance has made urgent appeals to the National Republican Committee for funds for purposes of a strong advertising campaign, but that these have not been forthcoming. Inquiry by PRINTERS' INK at the National Committee's headquarters at 511 Fifth Avenue, New York City, elicited the information that no plans for advertising have been made as yet.

There is a rumor that George W. Perkins may become manager of the Republicans' publicity programme, in which case, it is said, a definite advertising campaign should result.

## New Bond Company May Advertise

The National City Company, New York, is the name of a new organization which consolidates the bond department of the National City Bank and the business of N. W. Halsey & Company. Arthur De Bebian, who was in charge of the promotion and publicity departments of N. W. Halsey & Company, will probably continue to handle the same work for the new company. He states that it is the intention to extend the advertising and increase sales-promotion efforts.

## New York Agency's New Accounts

Henry A. Dix & Sons Company, New York, has placed its advertising account with the Weil-Biow-Weill agency, also of New York. This agency has also recently secured the accounts of H. Goldman & Co., Inc., and the New York Fur Auction Sales Corporation.

## Slide Company Appoints Cleveland Manager

F. Jerome Bennett, formerly with the Harold Ives Company, Inc., has been appointed manager of the Cleveland branch of the Manhattan Slide & Film Company, Inc., of New York.

# The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Making Social Demonstrations Pay

How One Campaign Was Worked

By Paul C. Gerhart

Advertising Manager, Armstrong Packing Co., Dallas, Tex.

**I**N undertaking to create consumer demand or "consumer acceptance" of pure-food products, there is one problem that always confronts the manufacturers. This problem seems to be growing in intensity rather than diminishing. We refer to the difficulty of getting the housewives into the retail grocery stores and meat markets, for, with the rapid spread and increased use of the telephone, fewer women now do their marketing in person than was once the habit.

This was one of the problems confronting the Armstrong Packing Company when, a few months ago, it determined to inaugurate a more aggressive campaign for business in its home city—Dallas, Texas.

The ordinary methods of demonstrating in the retail stores, or of canvassing from house to house under the many modifications and variations as practiced heretofore by food manufacturers, we therefore deemed insufficient. It seemed to us that in order to render the fullest service and to cause the least amount of exertion on the part of the housewives, that the premise of expecting them to come where pure-food products were being demonstrated and sold was wrong. Instead of this, we determined to take our demonstrations to them. We decided to present our pure-food demonstrations to ladies where they were naturally congregated of their own accord to discuss their own affairs. We did this in the following manner:

Letters were sent out to the presidents of the various women's clubs and organizations of the city, including the presidents of the Ladies' Aid Societies and Ladies' Missionary Societies of the various churches covering all creeds and all denominations. This letter stated that the next time the ladies wished to give any

kind of an entertainment, during which there would be a social hour or half-hour, that the Armstrong Packing Company would be pleased to co-operate with them to the extent of furnishing, without charge, the refreshments; that these refreshments would consist of a plentiful supply of our Plover Ham, baked and made into sandwiches.

Each sandwich was put up in a sanitary way, being wrapped in white waxed paper, around which was placed blue paper bands with lettering in gold stating that this sandwich was given with the compliments of the Armstrong Packing Company and naming our product from which it was made. The blue band was fastened with a Dennison seal in green and gold, embossed with our trade-mark. The sandwiches were very attractive, and care was always taken to have the bread fresh. Also, the sandwiches were always of generous size and proportions.

## CLUB DEMONSTRATIONS WELL RECEIVED

The only condition we made to our offer to the ladies' organizations was that at some time during the social period our demonstrator was to be given an opportunity, either formally or informally, to present the merits of Armstrong's Plover Ham and of some of our other pure-food products. This we found the ladies were only too glad to do, for they greatly appreciated the fact that this proposition saved them the work which they would have had to undertake in furnishing their own refreshments.

Our demonstrator also was furnished with a neat little order-book, and right then and there she took orders for our hams, bacon, lard and shortening. It was made plain by our demonstrator that we wished them to

# A Suggestion

## *For Heads of Agencies And Advertising Managers*

IN preparing dealer circulars the term *Butterick Trio* is occasionally used.

This expression was coined by advertising men and is used exclusively by them. It means nothing to dealers.

In addressing dealers the names of the "Trio" magazines — The Delineator, The Woman's Magazine and The Designer — should be used.

As thousands of dry goods and department stores sell one of these three magazines exclusively, over their own counters, maximum effect on these merchants is secured only by calling our publications by name.

We suggest that advertising managers make a note of this point and that heads of agencies instruct those in their employ who prepare "dealer literature" to use the names of our three magazines instead of the meaningless term "Butterick Trio."

# Butterick

## *A National Paper Service*

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they may be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their positions because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

Chicago - New York

St. Louis

Minneapolis

Buffalo

Milwaukee

Detroit

give our products a thorough trial, as we were not primarily interested simply in making this first sale no matter how large it might be. As a matter of fact, these first orders averaged enough to pay all expenses of the demonstration. Each woman was asked for the name of her grocer or butcher and was told that this order, of course, would be filled through and delivered by this retail dealer.

The orders were turned in to the house by the demonstrator, and we mailed the original order to the dealer with a letter telling him of our unique demonstrating plan; that this was a bona fide order and that we hoped to send him further orders at an early date. The first carbon copy of the order was given to the proper city salesman, who, in making his regular calls the next day, was enabled to check whether or not the order had been received and filled by the dealer. The third copy was retained in our office and made the basis of a special mailing-list, to which an attractive follow-up series of illustrated folders was subsequently mailed.

The cordial reception that our demonstrators met with was quite a surprise to us. Perhaps the fact that these demonstrators were very carefully selected and instructed regarding our proposition and our products had something to do with this. Our demonstrators, indeed, were women of refinement and education, who could take care of themselves in the very best homes. The ladies not only treated them most courteously, without exception, but invited them to join some of their clubs and associations in churches and voluntarily sent them many social invitations.

In many instances, the president or other officer of the society voluntarily made a talk introducing the demonstrator and giving our product and our proposition her unqualified endorsement. Naturally, this helped much. A number of the pastors of several of the prominent churches of this city even went so far as

to voluntarily announce our demonstrating plan from their pulpits and were very generous in their unsolicited endorsement of the proposition, which they unqualifiedly recommended to their members.

It was found that the best results were secured by serving fifty people. When the number was increased the returns diminished.

After putting on the ham-sandwich proposition for a while, we changed it to one covering our Buttercup Lard. Large, rich layer cakes, using our branded lard instead of butter, were baked by the demonstrators and served to the ladies' sewing circles and other small gatherings numbering from twenty to twenty-five at a meeting. The women, almost without exception, seemed very much surprised, and were interested to learn that good cake could be baked using lard instead of butter. This proved a splendid stimulus to sales. At the cake demonstrations we had the recipe for baking the cake attractively printed on cards which were given each woman present. Orders were taken to be filled through the dealers similar to the ham demonstrations.

#### DEMONSTRATION ACCESSORIES

Also, after making her formal talk, the demonstrator began soliciting her orders informally, but just before doing this she distributed among the ladies present a collection of fifty cards. On these cards we had pasted some of our best newspaper advertisements, averaging about three-inch double column. The name of the newspaper was given, to get them to watch for our advertisements. These cards were printed with border in three colors and were very attractive. In this way, all those present were given something to occupy their minds while the demonstrator was making sales. Among the cards were also placed a number showing scenes in our plant and pictures of our various pure-food products. These pictures emphasized the

fact, first, that Armstrong's is a Government-inspected plant; second, the pictures brought out the extreme cleanliness which prevails everywhere in our plant.

About 10,000 persons, chiefly housewives, were reached through this plan and were given an actual taste of one or more of Armstrong's products. The housewives felt under something of an obligation to the company in that they had become its guests. How different this attitude was from that which ordinarily exists when the housewife enters the store of a retail dealer. In this latter instance, the housewife is doing a favor to both retailer and manufacturer, while with our demonstrations the situation was reversed.

The net results were that our products were introduced in thousands of homes in Dallas which never used them before and which became permanent customers. Dallas is a rapidly growing city and the population is changing rapidly. Each year there are hundreds of new homes which were not here before. Thus, it is necessary for an advertiser to keep persistently at it in order to make his product known and asked for. We feel that our social demonstration was one of the very best advertising investments this company has ever made. It brought both immediate results and lots of good will. The character of the good will thus created was such that we feel it will be very difficult to destroy or to outlive.

### Advertising Increases Torrens Registrations 45 Per Cent.

In a letter to the Chicago *Herald* dated August 15th, Joseph F. Connery, recorder of deeds and registrar of titles for Cook County, Ill., has the following to say regarding the results of the county's advertising campaign on behalf of Chicago's abstract plant, which was described in the June 15th issue of **PRINTERS' INK**:

"In compliance with your request, I am glad to submit an accounting of the \$5,000 spent in advertising the Torrens and abstract departments of the recorder's office. I should be delighted to get an opportunity to give a minute explanation of every other feature of the office work during my incumbency.

"The public's competitor has been

advertising for many years. Its profits last year were more than \$1,000,000.

"The initial appropriation of the county board was only \$5,000. That has all been spent. I believe the advertising has paid handsomely. After receiving proposals, the county board selected the advertising firm of Vanderhoof, Condict & Eckstorm to conduct the campaign.

"These are the net results: The Torrens department did the greatest June business in its history. One hundred new applications were filed as against eighty-two, the previous June record. The gain was eighteen per cent. The advertising started June 8. The gain during the last twenty days was fifty-three per cent.

"The receipts in June, 1916, were \$5,679.35; in June last year, \$5,207.70—an increase of nearly eleven per cent. The number of lots registered in June, 1915, was 310; last June, 351—an increase of thirteen per cent. The value of the property registered in June, 1915, was \$272,450; in June, 1916, \$374,200—an increase of thirty-five per cent.

Now for July. Last year the applications numbered fifty-two; this year ninety-two—an increase of seventy-seven per cent. The receipts last year totaled \$5,066.70; this year, \$5,858.75—an increase of fifteen per cent. The lots registered last year number 109; this year 200. This increase is over eighty-three per cent. The value of the property last year was \$149,635; this year, \$371,070, an increase of 147 per cent. "I suppose that the effect of advertising in most lines is limited to a short period after the advertising appears. The effect of the county's advertising will be felt for many years. When a parcel of land is placed under the Torrens system it remains there permanently. So far as the advertising got new registrations, that advertising became a permanent earning asset of Cook County. It will get profits on that investment for 100 years. Each time the property is mortgaged or sold the county will get a small fee. It will be noticed that the income of the Torrens department in June and July of this year is \$1,263.70 above the income from the same period of last year.

"I do not contend that all of this was due to advertising. Some credit is due to the publicity given the Torrens system.

"I deemed it advisable materially to enlarge the Torrens department that its business may be handled more expeditiously and efficiently."

### H. S. Douglas With Burson

H. S. Douglas, of Syracuse, N. Y., has been appointed assistant to E. M. Cummings, advertising manager of the Burson Knitting Co., of Rockford, Ill.

### Will Represent "Irish World"

The Wolf Tone Company, New York, has been appointed general advertising representative for the *Irish World*, New York.



## Win the Mother through the child

**T**HE Green Meadow Club is an organization of thousands of young readers of **THE PEOPLE'S HOME JOURNAL**, bound together by this pledge:

*"I promise to learn all I can about the little wild people about me; to try to make them my friends; never to believe ill of them until I am sure of it; never to harm or frighten them needlessly; to do all I can to protect our song and insectivorous birds; to be gentle and merciful to all animals."*

Do you know of any quicker way of winning a mother's heart than by teaching her child to be more kind, more gentle and more thoughtful? Do you know of any better place to talk to her than in a magazine which performs this service for her?

**THE PEOPLE'S HOME JOURNAL**

80 Lafayette Street, New York

A. B. C. MEMBER

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THE PEOPLE'S HOME JOURNAL has 1295 subscribers in Fort Wayne, Ind., exclusive of newsdealers' sales; 92 "subscriber agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 246 subscribers in Shreveport, La., exclusive of newsdealers' sales; 6 "subscriber agents" represent it there.

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## BUILDERS *of* AMERICAN BUSINESS

PEARL WIGHT, PRESIDENT OF THE  
NEW ORLEANS DRY DOCK AND SHIP BUILDING COMPANY

"I always read *SYSTEM*, the Magazine of Business, with a great deal of interest. It carries many articles that are very helpful. When business men follow out the suggestions it contains, business, I think, is done on easier and safer lines."

NUMBER LVII in the series of portraits of readers of *SYSTEM*

## War Orders and a Civil War Parallel

Conditions in 1865 Were Not Unlike Those To-day—The Story of One Man Who Saw Big Profits and Plunged—His Profits Before Appomattox and How They Vanished After

By Louis E. Orcutt

I WONDER how many manufacturers centering their energies on war orders to-day have looked back for any instructive parallels.

While the Civil War was on there was much said about the men who were fattening on Government contracts. There was some fattening, and there was also some sudden loss of financial adipose tissue, in the business of contracting for the Government.

While the war lasted, business was rushing on at high speed, pressed to do its utmost to supply the needs of 2,000,000 fighting men and their horses and mules. When the war ended those 2,000,000 men and their horses and mules still had needs to be filled, but each man was looking after his own and those of his mount, and the collective care of the Government ceased. Then the bottom dropped and the financial accumulations of the war years began to shrink.

### RISE AND FALL OF AN ARMY CONTRACTOR

A gentleman in Illinois who had been injured and who was incapable of military service, thought to serve his country by taking a Government contract for hay. He had a prosperous general store. A friend secured the hay contract and asked him to help finance the operation. He went into it and put in a great deal of money and all of his credit. The contract called for thousands of bales a month, but it was clearly specified that it was to end with the conclusion of peace with the South. In order to make deliveries it was necessary to buy up enough hay dur-

ing one haying season to last through until the next; and when peace came in April, 1865, they had hay enough stacked around their baling-presses and in various shipping points in Illinois to carry the contract through July. Every cent of profit, all their capital and most of their credit was in this hay. It was worth well above \$20 a ton the day before Appomattox. It dwindled in value every day thereafter until in a week or two it was worth less than \$3 a ton, gold. The profits went and the capital and the credit and the general store, too; and this opulent Government contractor moved to Iowa, started all over again with what he had saved from the wreck, about \$2,000, which he borrowed on two lots in West Madison street, Chicago, which his creditors wouldn't take.

There is a lot of money being made in America just now on war contracts for European governments. Raw materials are high. Prices are at an artificial level. What is to happen when peace comes? What provision is American industry making for the inevitable time when the armies of Europe will turn once more to the arts of peace? Are we certain that the days of 1865 will not be repeated in greater or less degree? A recent investigation indicates that as yet we haven't thought much about it; but it is worth thinking about and worth planning ahead for, for it is bound to come and there is no use in allowing ourselves to pass the top of the hill and to hit the down grade with our emergency brakes disconnected.

### Paper Situation Worries Small Publishers

At a meeting of The Illinois Daily Newspaper Association in Chicago August 22 a committee was appointed to confer with Chicago newspaper publishers urging conservation of print paper and increasing the price of country circulation. Under the present paper stringency small-town publishers find it difficult to meet the price of metropolitan papers in the small-town field.

# How Trenton Potteries Company Handles Consumer Inquiries

A Policy Which Attempts to Dodge the "Catalogue Collector" and Preserve the Live Prospects

By A. K. Aitkin

Of the Trenton Potteries Company, Trenton, N. J.

[EDITORIAL NOTE: The proper handling of inquiries is usually a live subject with almost every advertiser—whether he makes a business of going after inquiries or not. It is easy to waste time and money on the idle curiosity-seeker, and at the same time a policy which ignores the inquiry may overlook many live prospects. Perhaps the middle ground occupied by the Trenton Potteries Company is safest in the long run. At any rate it may prove suggestive.]

**J**UST what is the value of an inquiry? If we were to believe some of our customers we would quickly throw them all in the waste-basket. One of our Southern friends says they are all from negroes; a Westerner that the school-children are responsible. A Wilmington dealer writes: "We find out that a great many of the inquiries which you receive are through curiosity only and that the persons inquiring for literature have no intention of purchasing any of this material." Nevertheless, the Trenton Potteries Company considers the consumer inquiry of sufficient importance to give it both thought and worry.

The problem which faces this concern is to turn these inquiries into business through its sources of distribution. In order to make the situation clear it may be well to state that our all-clay plumbing fixtures are marketed through the wholesale jobbing houses to the retail plumbing contractor. Plumbers have not been heavily sold on national advertising in the past, and are consequently unresponsive to any suggestion that the housebuilder prefers advertised goods.

Leaving it unsaid that the dealer in our case isn't influenced because we *are* advertising, it puts the problem up to us to convert him to a preference for our line which will cause him to suggest

its use on his own initiative. In such a way we feel we can employ the consumer inquiry to advantage, passing the names along as a friendly "tip." It follows that the dealer is in honor bound to refer favorably to our products.

## ADVERTISING SEEKS ONLY GENUINE INQUIRIES

Our magazine advertising offers a booklet "Bathrooms of Character." It does not make a business of the offer because the catalogue collector is feared worse than poison. We want these inquiries for a wedge. Every poor inquiry we give our dealers, after the hasty manner of mankind, counteracts the good done by several inquiries with the earmarks of prosperity. Furthermore, from an economic standpoint, "Bathrooms of Character" is an expensive affair, costing about 30 cents to mail. But is a justifiable expense if we can sell one out of five people who receive it.

Because of the natural interest involved, we base our advertising for the most part on one specialty—the silent Si-wel-clo Closet. Experiments have proven that the number of inquiries received as a result are double those from general advertising of the entire line. "Bathrooms of Character" is the means of introducing the remainder of our goods. You see the importance of the inquiry? Yet, because of the effect on the trade we want to put the book out only to live prospects, fearing the results of inquiries from poor ones.

It is certainly a problem for which we admit to not having found a satisfactory solution. The situation is handled as intelligently as possible. Of course, we

# Lord & Thomas Creeds

## *No. 10. Good Name*

Foster respect for the line you live by, and for the men who make it.

Never abuse a competitor.

Cite your able rivals. Praise their deeds. Show pride that they are compeers. Your own importance is enhanced by a background of the great.

Don't limelight the unworthy until men feel that your whole field is infested.

No man can discredit his co-workers without sharing the shadow himself.

Remember how muckraking once beclouded all the best in American business. The few attacked came to typify the whole. The innocent and guilty suffered equal opprobrium.

Don't invite a like disaster to the confidence you share.

In full force, this applies to advertising.

Note its wondrous growth. Mark the power it wields. Consider how the ablest men respect it. Think what vast issues are committed to its care.

You did not make it what it is. Ten thousand men worked with you. And every man who smirches one becomes a mutual enemy.

Protect that priceless prestige by every word and act. Do your part to dignify the line.

Rome was not built in a day, we know. But we know it was burned in a night.

This is the tenth of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

# Announcing—

T. B. SPENCER

ADVERTISING MANAGER  
**The Tribune**

154 NASSAU STREET  
NEW YORK

**M**R. T. B. SPENCER, for the past several years advertising manager of The Sun and The Evening Sun, of New York, assumes the advertising management of the New York Tribune on September 1, 1916.

## W. G. WOODWARD

whom Mr. Spencer succeeds as advertising manager, takes charge of The Tribune's national advertising. He will be aided by the Charles H. Eddy Company, of New York, Boston and Chicago.

## New York Tribune

First to Last—the Truth :

News—Editorials—Advertisements

Member A. B. C.

could ask for postage, but that would chop off just as many excellent inquiries as it would poor ones.

Each day's mail of inquiries is carefully inspected. Any communication signed "Miss" gets the "once over." The majority of such are from schoolgirls looking for literature for home economic courses. Special inexpensive matter is sent them. If the inquiry appears illiterate it is not referred to a customer. If a woman writes signing herself "Mrs." the request is always referred, although sometimes with disastrous results, as expressed by the following letter from a dealer who wasted his time investigating. "This party lives in a rented house and my opinion is that she wanted to write to someone and decided to write about plumbing fixtures. If she ever expects to build a house it is not in sight as yet. She might do it in the next century."

Explanations are naturally in order when this happens.

#### NO FOLLOW-UP FROM THE FACTORY

We do not employ a follow-up system. Our reason is that we feel the matter is out of our hands after we have sent the booklet, written a letter and turned the inquirer over to one of our friendly distributors for further follow-up. Such further efforts as we make are turned to the task of making our distributor realize the value of the inquiry, play fair with us in working it, and show his appreciation in other substantial ways.

Periodical letters are written on the subject to the jobbing trade who first receive the inquiry. Where the jobber is not giving them the proper attention he is either cut off from further inquiries or suggestions are made as to how he can improve his system. This is accomplished both by correspondence and by the salesman on instruction from the advertising department.

The original inquiry is always sent. It doesn't do any good cluttering up our files and is better than merely forwarding the

name because the dealer can see for himself the request is genuine. Attached to the original inquiry is the following letter. Only slight changes are necessary when the inquiry goes direct to a plumber:

Gentlemen:

Attached is the original inquiry just received from a party in your territory. You can judge for yourself its nature and act accordingly. Booklets have been sent as requested with a letter suggesting that they take up the matter with a local plumber.

This request is in response to our general magazine advertising campaign now running. The Si-wel-clo is used as a feature to obtain human interest in the advertising. While the Noiseless closet is particularly interesting to the inquirer, in taking the matter up don't permit the remainder of our line to be overlooked.

Some of our Supply House customers follow these inquiries up with their own salesmen. Others secure the gratitude and good will of some plumber by turning it over to him. Use your own discretion as to the method to employ. If you give it to the plumber to follow up, be sure he has prices so that he may talk intelligently.

This notice you may consider as a bit of advance information extended to you because of your friendly feeling to our house. May we count upon you to work with us and make the sale of our goods if possible?

Yours truly,  
THE TRENTON POTTERIES Co.

To our mind the inquiry is better handled by the retail plumber than by the jobber. If the jobber sends his salesman to call, or gets the party into his showroom, he has to explain that the purchase must be made through the plumber. That naturally starts a trend of thought in the builder's mind on the extravagance of goods passing through so many hands. The job is liable to be halted until the builder can shop around. On the other hand, the jobber has the more elaborate display and better location.

Providing the master plumber involved has the intelligence, salesmanship and honesty to stick to the goods the inquiry makes possible, such information can be placed in his hands to better advantage. It ties him fast to the manufacturer who puts the tip in his hands. Unfortunately there are too few of such plumbers known to us. Dealing through the jobber as intermediary does not bring us into contact with



very many, and our sales force is too small to give the plumber doing residential work much of their time. The list is growing, however, with everyone on it a live wire and enthusiastic about the Trenton Potteries Company service and products.

#### DEALERS DISLIKE INQUIRIES UNLESS THEY ARE PRODUCTIVE

Once in a while we get a jolt. I quote from a letter which came in two or three days ago from a retailer in Reading:

"We have written to the parties whose inquiries you referred to us, and in some instances have sent with our letter a stamped and self-addressed envelope for reply. To date we have not received a single reply to our letters. We have not only signified our interest in your plumbing fixtures, but believe we are installing more of the Trenton Potteries Company products than any firm in our city, and will continue to do so as long as said product meets with our approval. But we do not take this as an excuse to spend our valuable time to go and see everyone personally who (in many cases out of idle curiosity) applies or writes to some manufacturer for catalogues advertised in some magazine, and who in turn is referred to us for attention. We have paid some attention to this kind of prospect in the past in some other line, and in quite a few cases the applicants were very undesirable customers, in one instance getting it in the neck to the tune of \$265.00. Many of the inquiries that you get are from people that contemplate buying the material direct and think that they can in that way slip one over on the plumber. We are very much obliged to you for referring these inquiries to us, but judging from the success we have met with, we do not see any use in continuing the habit."

That is a sample of the wallop we have handed to us every once in a while. If a city or town from which it comes is accessible, we deem it best to have a representative call with samples and testimonials of what others have been

successful in doing with the inquiries.

As a wholesaler in the plumbing-supply field is blessed with more business training, initiative and facilities, more active co-operation is generally secured by sending him the inquiry with instructions for following up than in the case of the plumber. Most of them handle the situation very creditably, although we do not doubt that advantage is taken of the reference in some cases.

But in going over the replies to our form letters of inquiry, we find the great majority report success, and even the customers showing the least enthusiasm urge that we continue to send them the inquiries.

As I have said in the beginning, I see no way of determining how much an inquiry is worth. We have proved to our own satisfaction that it is worth getting, worth turning over to our distributors and generally worth their personal solicitation. The off-season inquiry is difficult to handle, for it is a hard matter to convince the plumber and jobber that while people write us a long time in advance of when they expect to build or remodel, they are live prospects.

We cannot help but feel that the inquiry is the best entering wedge we could use in getting the trade lined up for the Trenton Potteries Company products. Our only wish and prayer is that we can make them 100 per cent live prospects.

#### Amended Complaint Filed Against Shredded Wheat Co.

The Federal Trade Commission has filed an amended complaint against the Shredded Wheat Company, of Niagara Falls, in the action growing out of the controversy with the Ross Food Company, of Batavia, N. Y. A formal hearing will be held at Buffalo, September 14.

#### Halloran With Society for Electrical Development

Arthur J. Halloran, vice-president and managing editor of the *Journal of Electricity, Power and Gas*, has been appointed Pacific Coast representative of the Society for Electrical Development, with headquarters in San Francisco.



## *Understanding*

In buying illustrations for advertising you naturally like to deal with people who have the ability to know what you want. Much money is wasted and time lost otherwise.

We make a special point of understanding our clients—and we take no steps until we do. By this direct method we make sure of everybody's satisfaction.

CHARLES DANIEL  
**FREY**  
C O M P A N Y

*Advertising Illustrations*

104 South Michigan Boulevard  
CHICAGO

**SDM**  
LIMITED

*Change of Name  
and Ownership*

**F**RANK G. SMITH, A. J. DENNE & HAROLD A. MOORE announce that having purchased all the capital stock of the Advertising Agency known as—

**"J. Walter Thompson Company of Canada, Limited"**

they have changed the name of this Company to SMITH, DENNE & MOORE, Limited.

The change is chiefly one of ownership, as the personnel of the active management remains the same. Mr. SMITH will, as formerly, have principal headquarters at New York, Mr. DENNE at Toronto, and Mr. MOORE at London.

The new owners take pleasure in further announcing that the Company's clientele also remains the same, and this embraces many of the most noted Canadian, U. S. and European firms.

Correspondence is invited with any advertiser who seeks an increased market for his product in Canada. Address us at Toronto or New York.

**SMITH, DENNE & MOORE,** Limited

*General Advertising Agents*

LUMSDEN BUILDING, TORONTO

LONDON: CAXTON HOUSE, S. W.

NEW YORK: 1463 BROADWAY

*Representatives in France and Continental Europe:*  
Société Européenne de Publicité, 10, Rue de la Victoire,  
Paris, France.

# Natco's Testimonial Advertising to a Conservative Class

Why Nearly Half of the Ads in Its Campaign Series Feature the Reliability of the Company with Selling Talk Subordinated

ONE of the most significant pictures in the literature supplied to farmers by the National Fire Proofing Company, of Pittsburgh, in connection with its development work in the agricultural field, is that of the Woolworth Building, New York.

It appears in "Natco on the Farm," in "The Silo That Lasts for Generations" and in the farm-journal copy. The farmer who is "reading up" on the subject of hollow tile for a residence, a dairy barn or a silo is bound to have the Woolworth Building, of which he has of course heard, brought to his attention in a new light.

The object, of course, is to demonstrate to him the size, power and prestige of the National Fire Proofing Company, and to show him that the manufacturer whose product is good enough to go into the world's greatest skyscraper certainly is worth consideration for the less ambitious structures on the farm.

The care with which this point is hammered home is significant and interesting to other general advertisers who may be endeavoring to create business among farmers, and who may have assumed that they are already sufficiently well known not to require much of an introduction to this field. The fact that the National Fire Proofing Company regards it as necessary to "begin at

the beginning" and tell about itself and its facilities as carefully as though it were undertaking a sales campaign in Mars, means that the farmer does not always accept reputations at face value, and that it is worth while to create special prestige in dealing with him, rather than rely on that already acquired.

The National Fire Proofing Company was established in 1889, and is capitalized at \$12,500,000, and yet it does not take it for granted that every farmer has heard all about it and knows that it is a great, powerful company, able to do anything it promises, and able to back up claims with delivered service. So in starting in to make a Natco convert of a farmer, it introduces itself delib-

## Skyscrapers and Silos

The tallest office building in the world is the Woolworth Building, New York City. It is 55 stories high, cost \$7,500,000, and is fireproofed with over 50,000 tons of NATCO Hollow Tile. Safe against fire, wind pressure and shock and built for all time, it is a lesson to you, Mr. Farmer, when figuring on a silo and other farm buildings. The same material with which we have fireproofed the majority of skyscrapers of North America is being used extensively for the construction of the NATCO Imperishable Silo and all other types of farm buildings. For permanency, service and economy



## Build With Natco Hollow Tile

Best for the city and best for the farm. NATCO buildings are weather proof, decayproof, fireproof and frost-resisting. They are attractive too—buildings you'll be proud of.

Send for our new book, "Natco on the Farm." Fully illustrated with photographs and construction details of all types of farm buildings. Tell us what you are going to build.

Also ask for catalog describing the ever-popular Natco Imperishable Silo—

"The Silo That Lasts for Generations"

A perfect building material in all parts through all weather conditions. Handmade, durable concrete is the skyscraper of the farm and a most valuable addition to your farm buildings.



National Fire Proofing Company

1103 Fulton Building  
Pittsburgh, Pa.

23 Factories—Short hauls—Prompt shipments.

Tell us what you are thinking of building. We have plans for barns, corn cribs, garages, etc., free.

THIS SORT OF COPY IS USED TO GET THE FARMERS' RESPECT AND CONFIDENCE

erately, with the obvious aim of selling the farmer on the company before it attempts to sell him on the product.

In the introduction to one of its books on Natco silos, it says:

"Before looking this book over you naturally would like to know exactly who we are and what we do. We'll tell you. The National Fire Proofing Company was organized in 1889, for the purpose of manufacturing fireproofing material for all kinds of buildings. We are now the largest organization of the kind in the world.

"In the very beginning two guiding principles were adopted.

"Year after year, we have been called upon to furnish the fireproofing for the magnificent skyscrapers of North America, until now a very large percentage of these great buildings are fireproofed with our material and by our methods.

"Year after year we have furnished conduits to the great electrical companies, until now there are thousands of wires laid in conduits of our manufacture.

"Year after year we have built grain elevators, now having a combined capacity of over 30,000,000 bushels.

"Thousands of fine residences and apartment buildings, built of Natco hollow-tile, have made this material the standard for these types of buildings.

"So have the hundreds of warehouses, creameries, garages, factory buildings, farm buildings of all kinds, built of Natco Hollow Tile, made for the special requirements of each type.

"So have the thousands of Natco imperishable silos now in use. Owners are ever ready to testify to their great efficiency and economy."

#### SEEKS FIRST A SATISFACTORY INTRODUCTION TO CUSTOMERS

Anyone familiar with the conservatism of the average farmer, who receives new impressions slowly, but holds fast to those which he has acquired—as the generations-old trade-names in the farm-implement field testify—will appreciate the logic of the position taken by the company.

It is now using about fifty farm papers, and during the season of 1915-1916 a series of ten ads was run. It is worth noting that four of these deal with well-known buildings which have been constructed of Natco material, while the remaining six feature the general farm line. In other words the company has spent practically as much to get the confidence and respect of the farmer for its products as to interest him specifically in the use of it on the farm. The main emphasis, indeed, of the first half of the series was on the accomplishments of the company in the general field as an introduction to its story of what it can do for the farm trade.

Every feature of the farm campaign shows that the company has not been content to study fireproofing for farm work, but that it has also been studying the farmer himself. One of the things every farmer wants to know is what the product has done elsewhere. He wants to be shown, usually, before he invests his own money. He is anxious to have someone else do the experimenting.

The National meets this by publishing each year a list of owners of silos made from its material. The method used is interesting. A separate book is issued for each State, and these are arranged by counties, so that a farmer in Pennsylvania, for instance, can look up farms in his own neighborhood and see whether the owners are satisfied with their tile silos.

Another point about this list that is calculated to appeal to the farmer is that it is complete; as the company explains, "no owners' names have been omitted on account of possible dissatisfaction." The farmer is urged to "ask the man who owns one." All of these little points are calculated to develop confidence on the part of the farmer.

In the same connection the emphasis laid upon testimonials is of value. Lists of owners offer implied testimony of merit, but the National goes a step further and gives scores of letters in its book,

**Satisfied with your sales-volume?**

Maybe even so it is not as large as it ought to be, everything considered.

**Not wholly satisfied?**

Maybe this is a good time to discuss things with us.

**Hanff-Metzger**  
Incorporated  
**Advertising Agents**

95 Madison Ave., New York

THE TERRITORY OF THE NORFOLK DAILY NEWS, THE ONLY DAILY IN NORTHEAST NEBRASKA



Where up-to-date people make and spend the most "longgreen" per capita.

## The Peak of Created Wealth

### Feature No. 1

The only newspaper in the world in a city of 7,000, maintaining an Associated Press leased wire.

### Feature No. 2

The Norfolk Daily News gets telegraphic news and market reports into northeast Nebraska and southern central South Dakota 12 to 24 hours ahead of any other daily.

NORTHEAST Nebraska, the richest 100-miles square in America, has never known a crop failure and is this year the very center of the good-crop area—a territory that is laying by millions of dollars in this year's created wealth. No very rich—no very poor—everybody a prospect with the money to spend—up-to-date people with up-to-date wants—up-to-date merchants—up-to-date stores.

Covered Exclusively by

## The World's Greatest Country Daily

Member A. B. C.

### WHAT authorities say of the Norfolk (Nebraska) Daily News:

Arthur Brisbane, highest salaried newspaper man in the world, says: "I know a country daily can succeed, and as proof of that I cite the Norfolk Daily News, which stands out as a pre-eminently successful country daily. Samuel Hopkins Adams, in the New York Tribune says: "The Norfolk (Neb.) Daily News is one of the greatest, and perhaps the most successful country daily in the United States. Courtland Smith, president of the American Press Association, says: "The Norfolk (Neb.) Daily News, in addition to being a powerful influence in the territory it covers, has met with phenomenal success because of its willingness and ability to give valuable co-operation to its advertisers."

If you have distribution, or if you are looking for distribution in this rich territory, the efficient way to create a demand for your goods is through this paper.

The Norfolk Daily News is the Logical "try-out" country newspaper of America.

### Feature No. 3

The Norfolk News has a circulation larger than the population of the city in which it is published.

### Feature No. 4

The Norfolk Daily News maintains a Service Department to supply statistics on merchandising conditions and give every co-operation to its advertisers.

## Norfolk Daily News

NORFOLK, NEBRASKA

N. A. HUSE, E. F. HUSE, Owners and Publishers

CHICAGO OFFICE:

Sterens & King, 818 Peoples Gas Bldg.

NEW YORK OFFICE:

Sterens & King, 286 Fifth Avenue



"The Silo That Lasts for Generations," these being accompanied by pictures of the structures, usually in connection with the fat cattle fed from their contents. The testimonials are edited to bring out the various strong points of the silos, such captions as "For Summer Feeding," "Silage in Fine Condition all the Way to the Bottom," "Gained 160 Lbs. to the Steer," "Cheapest Silo on the Market," "Stood the Test of Severe Windstorms," etc., covering the points that every farmer who is thinking of building a silo is interested in.

The importance of these testimonials is hammered in on the reader in the following:

"To the wise these testimonials should be just about enough evidence that the Natco imperishable silo is all that we claim it to be. The experience of others is always valuable, for though our own experience is the best teacher, it is often the most expensive.

"Remember, we gladly furnish on request the names of Natco owners in your State. By this means you can see for yourself just what the Natco imperishable silo is, for there is probably one or more of these silos right near you. Owners are glad to talk about their Natcos, for the simple reason that they are enthusiastic about the efficiency of the same."

The feature of permanence appeals strongly to the farmer, and hence the slogan, "The Silo That Lasts for Generations" is used constantly along with the description of "the imperishable silo."

#### TALKS ABOUT COMPETING LINES

Another peculiarity of the farmer is that before he invests his money in a product for use in agricultural work he looks the field over with unusual care, and wants to know about all the different kinds available. Whether he is buying a manure-spreader or a silo, he brings all the evidence together and then makes up his mind which product offers the most for the money. This explains why the company has found

it advisable to be frankly competitive in some of its farm literature in which it does not hesitate to bring out the weaknesses of the wood stave, cement and other types which are being featured at present. A great many advertisers might assume that it is a mistake to talk about competing lines, but inasmuch as it is a safe bet that the farmer is going to find out all he can about other kinds of silos before investing, there is good reason for the competitive literature which the National people supply to their prospects.

Indicating that the farmer is *sui generis* and that he must be handled differently from other classes of buyers, the National Fire Proofing Company has a separate and distinct sales organization which takes care of the farm business. This is known as the agricultural department, and independent departments for its work are maintained at Syracuse, N. Y.; Chicago, Philadelphia, Detroit, Washington and Pittsburgh, Pa., where general offices are also located. The man in immediate charge of the direction of these salesmen and the hundreds of local agents is himself experienced in farming and most of the men in the field have been brought up on farms.

The sales organization offers special difficulties, of course, for while there is a big advantage in having the company represented by local agents who from experience are familiar with farm conditions, these men as a rule are not expert salesmen. They are assisted in closing sales by traveling representatives of the company, but do a lot of good work in uncovering prospects.

The business consists of the sale of the material, and not the erection of buildings, hence one of the important things is to see that every silo is built right. While no supervision is provided, the company furnishes complete detailed instructions for every building in which its material is to be used, and comparatively few cases of poor construction are noted. The services of a mason are recommended with other labor

furnished by the farmer himself.

Designs for other buildings, such as dairy-barns, stock-barns, hog-houses, etc., are offered to farmers, and these have proved very attractive. Working drawings by means of which a practical dairy-barn could be built have been provided, along with educational matter showing that the sanitary necessities of dairy operation make the use of hollow tile especially advantageous.

This suggests another quite important point, and that is that while the silo is featured most strongly in Natco advertising and sales work, because the erection of silos is going on at a rapid rate, this business is really relied upon to furnish the foundation for much other trade in the farm field. That is, users of this brand of tile in silo construction may reasonably be regarded as legitimate prospects for purchases of tile for building residences, garages, barns, etc.

The trade value of this is emphasized by considering the field as a possible outlet for such material as second-quality conduit tile, which is featured in a special booklet. It is suggested for use in general building and drainage purposes, the company explaining frankly that this material is manufactured for use in electrical conduit work, and has slight defects which render it unsuitable for that purpose. These defects, it is explained, do not lessen its value as building tile or drain tile, but enable the company to offer a high-grade product at a low price. This tile costs less than any other form of masonry construction, requires no painting and is especially adapted for farm buildings, it is stated. Pictures of typical barns and other structures erected of second-quality conduit tile are shown.

#### SALES TO FARMERS RAISE LOW SPOTS IN PRODUCTION

Besides offering a wider market for its general lines, the development of farm business is attractive from the standpoint of the company because material is needed in this work at a time when the general building situa-

tion is slow. In other words, during the summer, when the farmer is busy with crops, he is not interested in construction work; but in the late fall and early winter he has comparatively little to do, and has a good opportunity to apply himself to the profitable work of erecting needed farm buildings. Inasmuch as the demand for tile in the building field at large is quiet at that time, creating a demand from the agricultural department is of considerable advantage from a manufacturing standpoint.

This has suggested the advisability of offering long terms to farmers, in order to secure early deliveries, and the credit problem therefore has to be considered. Although several months elapse after the delivery of the material before the bills are due, they are often settled by note, which means that the company carries large amounts of paper. This is a condition with which other concerns selling the farm trade are familiar, and in common with them the National Fire Proofing Company is interested in the establishment of a credit system involving the liquidation of these accounts in a shorter period.

V. L. Yepsen, advertising and retail sales manager, is keenly interested in the development of the agricultural department, which in his opinion has great possibilities, and which has already responded to the advertising and sales work of the company in splendid style. In a talk with a representative of PRINTERS' INK he emphasized the points brought out above, regarding the necessity of special methods to reach and impress the farmer, who has to be considered by himself and not as a member of the "general public."

"The farmer is slow to take hold of a new thing," he said, "but when he does—he sticks!"

#### J. L. Hunter Leaves A. T. Lewis & Son

John L. Hunter, for fourteen years sales manager and director of advertising of the A. T. Lewis & Son Dry Goods Company, Denver, has resigned. His plans for the future are not announced.

# Getting Window Displays for the Bulky Product

What the Paige-Detroit Motor Company Has Done Is Suggestive

By John Allen Murphy

A GROUP of advertising men, salesmen and others were chatting about window exhibits, when one of the number tossed this query into the conversation: "It is all very well for you fellows who sell toilet water, lingerie, jewelry, haberdashery and such dainties to tell about the fine displays you are able to get your dealers to give you, but how does that help me? My line is step-ladders. Ever see 'em attractively shown in a window?"

"Well, even so, Wilson," broke in someone, "you are no worse off than the men who make cream-separators, stoves, churns, washing-machines and dozens of other things I might mention. You gentlemen know that it is possible to make selling displays of bulky articles of this kind, but you also know that it is a difficult matter to get the dealer to even try to make them."

These men voiced a problem in which those in many lines of business are interested. They will find an account of a little campaign which the Paige-Detroit Motor Car Company has been waging suggestive of methods that can be used to enlist the co-operation of retailers in displaying articles that are usually regarded as being hard to show in a window. Automobile manufacturers are just as anxious as those in other lines to have their distributors display their wares to the best advantage, but because of the size of the cars not many striking window displays have been made in this field. Few widespread campaigns for windows have been attempted. The larger motor-car distributors, especially in big cities like New York, have gorgeous salesrooms, which are clearly visible from the street. In reality the entire display is a window exhibit. This arrangement is undoubtedly ef-

fective, as it succeeds in attracting a large number of people.

However, the majority of automobile distributors are not so fortunate as to have such a magnificent room in which to show their cars. As a general thing their stores are not so inviting as to make a window display unnecessary. Many of them are dark and dingy. The ledge up in front is used as a storeroom for everything that does not seem to fit in anywhere else.

## RETAILER MUST BE SHOWN HOW TO DISPLAY A BULKY PRODUCT

The Paige-Detroit Motor Car Company saw that its dealers were not making the most of their windows. Most of them were neglecting this selling aid entirely. Accordingly a campaign to encourage the distributor to use his windows to the best advantage and to show him how to do it, was undertaken. A. L. Tisch, advertising manager of the company, tells how it was started:

"About a year ago we attempted to create a stir when getting out a new model or rather a new price on a Paige car and organized what we called a Jubilee Advertising Campaign, part of which included special window displays by our dealers throughout the country." At the same time a large broadside, describing the campaign, was sent out to the trade. A good portion of this folder was devoted to window displays. Several plans were given, two of which are quoted below:

1. "With a few boughs placed around the walls and ceiling and some clean autumn leaves scattered thickly near the cars on display and in the corners of the room, you can transform your showroom into a park-like scene that will make visitors almost taste the pleasures of driving

through leafy lanes in the crisp autumn air. The cost is practically nothing."

2. "Suppose you go to some local merchant who carries a line of sporting goods and request him to put in a little camping outfit right in your window—a tent, some cots, cooking utensils, a few shotguns, fishing-rods, etc., and just back of this unusual display you place a Paige car. A scene like this will make the prospect who is hesitating say, 'I want immediate delivery.' And of course that will mean profits on another sale for you."

In any kind of an attempt to get dealers to put in windows, it is necessary to do more than arouse enthusiasm on the subject. In addition, the retailer should be shown how to do the work. He may be disposed to install a display, but often he does not know how to go about it. This is why Mr. Tisch suggested several fully worked out plans. Out of the lot every distributor would be likely to find at least one of the displays that he could make. Each suggestion was practical, and was easy and inexpensive to make. While this phase of the Jubilee Celebration was not a sensational success, it did bring out several good windows which otherwise would not have been made.

#### INTEREST NOT ALLOWED TO LAG

An important feature of this work of the Paige people is the way interest is kept alive in the subject by the constant agitation of the importance of window displays. As Mr. Tisch says, "We try to bring home to our entire organization by example the effectiveness of them." To accomplish this their house-organ, the "Radiator" is used. In nearly every number windows that Paige distributors have made are shown. There is nothing quite so effective in arousing a dealer to try his hand at a "trim" as to show him a picture of what some other retailer has done. For instance, in one issue of the "Radiator," is illustrated a striking display that a dealer made in a very small window. Just the front of the

car was put in the window. It appeared as though it were climbing a steep piece of country road. Sand, stones and a horseshoe were shown to make it look realistic. The windows of many automobile dealers are narrow, and to show a car in them is quite a problem. This climbing a hill idea overcomes this difficulty. The constant pounding away on the subject of windows gradually induces more and more dealers to give greater attention to them, and while the results are not startling the effect is worth while.

This campaign of the Paige-Detroit Motor Car Company is important only because it is being conducted in an industry that has been singularly remiss in developing window exhibits as a means of attracting prospects and stimulating sales. It serves the purpose of focusing attention on a line that, most advertising men are agreed, needs better window and display methods. Many interesting and novel windows have been installed by individual distributors. Manufacturers, too, have shown interest in the subject, but they have done little in attempting a nation-wide campaign. Automobile men, with whom I talked on this question, said that the day of intensive selling has not arrived in the industry, but that when it does greater strides will be made in displaying cars both in windows and salesrooms. The unparalleled prosperity of the business and the fact that cars have been selling as fast as produced has turned the attention of the manufacturers away from the consideration of display methods. It is predicted that the time is coming when they will find it necessary to give more thought to this matter.

Said the representative of a large manufacturer, whose opinion probably typifies that of many men in his trade: "Undeniably the beautiful salesrooms which some of us have are quite as effective as specially made window displays, but on the other hand I am inclined to believe that these elaborate showrooms of ours get tedious. They always look the

There are some  
**fresh ideas**  
 in this  
 booklet



for every concern that sells goods either direct to the consumer or through the trade.

It presents a critical and logical analysis of the *reasons* for the advertising value of the business paper—frequently, and improperly, called "trade papers," as the booklet shows.

We will be glad to send a copy of this pamphlet to any business man requesting same on his business letter head.

We believe that advertising agents will find it of special and particular interest.

## McGraw Publishing Company, Inc.

239 West 39th Street, New York

Electric Railway Journal

Electrical World

Engineering Record

Metallurgical and Chemical Engineering

Electrical Merchandising

Members Audit Bureau of Circulations

same. The first few times a person sees them, he is entranced, but they soon seem ordinary.

"For an article selling for as much as pleasure cars, we could afford to go to some expense, every once in awhile, in getting up a display that would be different. Here and there dealers have done this. Some of them have had hand-painted scenery made for certain displays. I think this expense is occasionally justified. Ingenious arrangements depicting the lure of the road or emphasizing a leading feature could be more generally employed in our business than at present."

### Canadian Court Rules on Exclusive Agency Contract

The Berliner Gram-o-phone Company, Ltd., Montreal, which is the Canadian connection of the Victor Talking Machine Co., recently secured an interesting decree from the Supreme Court of Regina, Sask., in a case against W. G. F. Scythes & Co., a retailer. The case involved a contract which provided that the dealer should not handle any competing line of talking-machines. The retail store violated the agreement, and defended its action on the ground that the contract was in restraint of trade. The court held, however, that the restriction was proper, inasmuch as the Gram-o-phone Company was advertising the store as a place where its goods might be had. In the words of Judge Lamont:

"The restriction imposed by it [i. e., the exclusive agency contract] is to my mind a very reasonable one, and one calculated to secure for the plaintiff benefits resulting from the advertising done by them."

### United Cigar Stores' New Agencies

Applications for agency privileges are coming to the United Cigar Stores Company at the rate of 150 cigar retailers a week. Some months ago it was planned to open about 900 during 1916 and to confine them to Eastern territory. However, applications have been received from all parts of the country and recently a special representative was sent to Chicago to look over the possibilities there. As a result, ten agencies have already been opened in the Middle West.

### L. C. Allman With Iowa Gate Co.

L. C. Allman has been appointed advertising manager of the Iowa Gate Company, Cedar Falls, Ia. He was formerly in the advertising department of the Associated Manufacturers' Company, Waterloo, Ia.

## Identifying Goods When Labels Are Objectionable

How a Manufacturer of Doors Overcame Difficulties Raised by Architects and Others—Color Alone May Not Be a Valid Trade-mark for Wire Rope Manufacturer

IF there is one manufacturer who more than all others has puzzled over the problem of finding a means to identify his product it is David Charles Meehan, of Columbus, Ohio. Mr. Meehan makes doors—not the ordinary kind, but a type of door that he wishes to distinguish as the product of his factory—and, as he himself says, it has "taxed ingenuity" to devise a distinctive mark that will fill the bill.

That Manufacturer Meehan has finally been successful in inventing a new form of identifying mark may prove of significance to advertisers in fields other than his own for the reason that the door man has had to dodge objections that have heretofore seemed insurmountable. It is nothing new for a manufacturer to face difficulties in so attaching a mark or label to his goods that it will "stay put," but to get around antagonism to the appearance of a mark of any kind is quite another proposition.

Makers of rope and cable, for example, have been conspicuous among the firms that have had difficulty in identifying their goods, hence their desire to be allowed to adopt cable cores or rope strands of distinctive colors as trade-marks. Here, however, there has been no objection on the part of either retailer or ultimate consumers to any sort of labeling the manufacturer might care to do. So far as the buyers are concerned the rope and cable men could attach tags to every foot of rope or cable and that they do not do so is solely because of the realization that tags or tabs, instead of identifying a rope or cable throughout its life, would be



# Solving Boston Sales Problems

A prominent advertiser\* recently asked us to help him analyze Metropolitan Boston. We made a trade investigation which revealed dealer and consumer conditions surrounding his product—and this is what he writes:

"The summary of your recent investigation has been received and we must commend you upon its accuracy. The writer knows Boston quite well, thru having been in charge of the Branch at that point for some years and for that reason the report is all the more understandable."

\* (Name on Request)

Put your Boston sales problems up to the **Merchandising Service Department of the Boston American**. Ask this department to make a trade investigation covering the sale of your product in this territory—get the facts—it will pay you. Details upon request. No obligation entailed.

*The Boston American has a greater net paid evening circulation than all the other Boston evening papers COMBINED and the largest net paid Sunday circulation in New England.*

## BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE  
1789 Broadway

CHICAGO OFFICE  
504 Hearst Building



We take pleasure in announcing that the management of our Production Department has been placed in the hands of

## **ALFRED W. BREUNINGER**

In his wide and lengthy experience as copy-writer and merchandiser, Mr. Breuninger can count over five years with the house of N. W. AYER & SON, where he handled many accounts of national importance.

We attribute the rapid growth of our organization to the strong group of executives which we have been fortunate in gathering around us to direct the affairs of our clients and render them modern and really tangible service in selling and advertising their wares.

We enjoy the confidence of some of the most notable firms in New York and other cities and we feel sure that any advertiser who cares to investigate this Agency will find good reasons why we are serving concerns of unquestioned prestige and aggressiveness.

W. F. Payson

John Curtiss

John W. Eagleson

Charles H. Dunster

McHarg Davenport

Harold Tappin

L. D. Wertheimer

E. R. Marvin

Charles de Rham, Jr.

Harry M. Graves

Kenneth MacIntyre

Frank Buckhout

C. F. Frothingham, Jr.

Alfred W. Breuninger

# **ATLAS**

## **ADVERTISING AGENCY**

Incorporated

**450 Fourth Avenue, New York**

**Telephone 7206 Madison Square**

torn loose or rubbed off ere the goods had been in use many days and the existence of this form of advertising would consequently be cut short.

The door-maker, on the other hand, could readily provide plates or stickers that would mark each door as his product, but here he bumps up against the purchaser in the person of the architect or the house-owner. The average door-buyer will have none of it. He is not fond of having his household goods bespattered with signs or advertisements, and he seems particularly sensitive on this score with respect to doors. Most door-makers have not worried—not so much so even as makers of gas and electric fixtures and other utilities that are difficult to label that he who runs may read.

#### IMPORTANCE OF IDENTIFYING THIS PARTICULAR PRODUCT

That the Columbus manufacturer has persisted has been due to the fact that he is putting out not doors of the regulation type but a specialty known as fire-doors or slow-burning doors, for use particularly in the corridors of hotels, apartment houses and other buildings where a certain quality of resistance to fire warrants the extra expense of this heavy, veneer-type door. The use to which these doors are put makes it all the more desirable that they be identified. The manufacturer wants the advertising, to be sure, but there is also the practical consideration that after all the doors in a building are hung—the regular doors having been made to conform in appearance to the fire-doors—it is important that means be at hand to determine instantly which doors are of the protective class.

Forced by the objections of architects and owners of buildings to abandon all thought of affixing any mark, by transfer process or otherwise, to the face of his door, Mr. Meehan turned his attention to the edge of the door. A door edge affords ample surface for a label or other similar mark, but two objections cropped

up. In the first place, fastidious architects called attention to the fact that a label in that position showed plainly when the door was ajar. Even more serious was the discovery that inasmuch as the edges of most doors must be planed off to make the door fit the door-opening there were many chances to one that no label would ever live to tell its tale.

Finally the door-maker hit upon the idea of setting into the door structure, the full length of the edge, a strip of wood of a color contrasting to that of the general surface of the door. This novel mark seems to meet all requirements. The narrow strip showing on the edge of the door brings no protests from architects or building owners because it is unobtrusive and not only carries no suggestion of an advertisement, but may even be regarded by some persons as ornamental. As the wood strip introduced in lieu of a label is set into the edge of the door to a fair depth its appearance is not affected by any planing to which the door may be subjected.

When the originator of this novel trade-mark attempted to register it at the U. S. Patent Office he struck a snag, but as the result of appealing the case he has finally secured a certificate. The reviewing authority at the Patent Office said: "Under the peculiar circumstances it is held that applicant's strip, assuming that it has no useful function other than that of indicating origin or ownership, might be a legal trade-mark." However, it was necessary for the door manufacturer to make one change in his claim of trade-mark before it was allowed. At the outset he sought Federal sanction for a door-strip "of contrasting color," explaining that it was desired to vary the insert as need be to have it stand out in bold relief against any door color from dark teakwood to light maple. The Patent Office officials, however, harking back to the epoch-marking decision in the famous case of the A. Leschen & Sons Rope Company versus Broderick & Bascom Rope

Company, ruled that the application must be changed from "contrasting color" to "light color," and it was in this latter form that it was finally allowed.

The allowance of the Meehan door trade-mark will prove reassuring to various manufacturers who have found difficulty in so labeling goods that the origin would be indicated so long as the marked article was serviceable. Patent Office practice with respect to the sanctioning of the sort of trade-marks that get around this difficulty has been steadily broadening, and latterly there has been only one fly in the ointment of the advertisers who need especial latitude in their labeling.

#### SIMILAR CASES THAT SEEMINGLY CONFLICT

When there was handed down a few months ago the Patent Office opinion in the Durable Wire Rope Company case, advertisers who desire to have an inherent part of a manufactured article serve as its trade-mark, when other types of marks cannot satisfactorily be employed, thought that they saw daylight ahead. In that decision, which was fully reported in *PRINTERS' INK*, a "blue fibrous core" was allowed as trade-mark for rope or cable, and the reviewing authority took occasion to say that the Patent Office must recognize commercial usages and not stand on theoretical text-book rules to the effect that color alone can never constitute a technical trade-mark and that part of an article of merchandise can never be a mark.

But now for a rude awakening. Since the Durable company case there has been a change in the position of First Assistant Commissioner of Patents, and in consequence we have in the case of the Waterbury company, lately disposed of, what will appear to the average layman a direct reversal of much of the logic that proved so reassuring in the Durable Rope Company opinion. In the recent case, the Waterbury company is denied registration for

a green-colored strand as a trade-mark for giant steel-wire rope. The oft-mentioned decisions in the Leschen rope cases are mentioned in justification of this latest decision, but the primary reason for refusing trade-mark status for the green-colored strand of the Waterbury company is that registration had already been allowed to Macomber & Whyte Company for a mark which differs from the Waterbury mark only in that the strand is colored white.

Here then we have conflict between strands of green and strands of white, while in the Leschen cases the question was whether strands of yellow and of blue should be allowed in view of the prior use of a strand of red. As though Patent Office dictums in these various rope and cable cases were not confusing enough to the manufacturer, who must have for his goods a self-contained trade-mark or none at all, it may be further observed that different courts have disagreed as to what is ethical in this difficult sort of trade-marking.

#### Rubber-heel Makers Organize

A permanent organization of rubber-heel manufacturers has been formed under the name of the Rubber Heel Club of America. The objects of the organization are to secure closer relations between the manufacturers and jobbers, to correct trade abuses, and to educate the general public in the use of rubber heels.

The present membership includes the following concerns: Elastic Tip Company, Boston; Essex Rubber Company, Trenton, N. J.; Federal Rubber Company, Cudahy, Wis.; Foster Rubber Company, Boston; Goodyear Tire & Rubber Company, Akron, Ohio; O'Sullivan Rubber Company, New York; Panther Rubber Manufacturing Company, Stoughton, Mass.; Plymouth Rubber Company, Canton, Mass., and Revere Rubber Company, New York.

#### "Sun-Maid" and "Sun-Kist" in Litigation

Suit has been filed in the U. S. District Court at New York by the J. K. Armsby Company against the California Associated Raisin Company on the ground that the trade-name "Sun-Maid" for raisins infringes the Armsby Company's trade-mark, "Sun-Kist," for raisins and other dried fruits.

## **Poster** **Advertising**

**"Our dealers wouldn't let us give up poster advertising if we wanted to."**

**This is the voluntary opinion of one of the largest manufacturers selling through grocery and general stores.**

**The local dealer takes an active part in the actual operation of the campaign. No other medium offers such tangible and repeated proofs of the advertiser's efforts to help him.**

**The change in attitude and added enthusiasm of dealers and their clerks is the usual result of a poster campaign.**

**If you seek dealer and consumer effect, try poster advertising.**

---

**16 years' exclusive experience.**

---

### **American Poster Co., Inc.**

**DONALD G. ROSS, President**  
**S. J. HAMILTON, Secretary**

**110 W. 40th Street, New York City**

**Solicitors for**  
**POSTER ADVERTISING ASSOCIATION**



# A Great Poster Series for Creating Class

**I**F you analyze any shoe advertising it simmers down to the three old fundamentals (style, fit and durability) more or less elaborated.

Beyond these, the battle rests with the *appearance* of the advertising for creating desire.

The notable series of WALK-OVER SHOE posters go a long step farther than shoe advertising has gone heretofore. Through a splendid range of drawings reproduced in gigantic size and full color, they carry a prestige for the product impossible to secure otherwise, and, in the space provided, present a series of individual announcements of different models without necessity for complete change of poster unless desired. Artistic, impressive and decidedly *selling* advertising.

*Write us for estimates.*

Poster Advertising Association  
1620 Steger Bldg.  
CHICAGO, ILL.

## OFFICIAL SOLICITORS

A. M. BRIGGS CO.	Peoples Gas Building, Chicago, Ill.	Atlanta, Ga.
AMERICAN POSTER CO., Inc.	110 West 40th St., New York City	722 Chestnut Street, St. Louis, Mo.
GEORGE ENOS THROOP, Inc.	8th Floor Tower Building, Chicago, Ill.	1132 Union Trust Bldg., Cincinnati, O.
	IVAN B. NORDHEM CO.	Marlborough Building, New York; Pittsburgh; Chicago

PRINTERS' INK

AUGUSTA, MAINE

THE

SEPTEMBER 1916

# AMERICAN WOMAN



If you are interested in small town circulation, built on the foundation of service to the reader, let us present our brief.

**CIRCULATION 500,000 GUARANTEED**

WESTERN ADVERTISING OFFICE  
W. H. McCURDY, *Manager*  
30 N. Dearborn Street, Chicago. Ill.

EASTERN ADVERTISING OFFICE  
WILLIAM F. HARING, *Manager*  
Flat Iron Building, New York



# What Is to Become of the "Little Advertiser"?

He Will Continue to Thrive, Even Alongside His Big Neighbors, if He Is Particularly Painstaking with His Copy

By S. C. Lambert

ONE of the substantial proofs of advertising as a modern business tonic is the activity in farm-journal circles. The compass has widened since the advent of the first full page made other more "conservative" advertisers gasp with astonishment.

Plans have been perfected for decidedly progressive and ambitious campaigns. Not content to use one and two colors, or to be limited to the printing possibilities of mediocre paper and million-circulation, small-town presswork, a coterie of manufacturers and agencies have waded out where the water is deep.

"We want a series of six-color process-plate inserts," says Mr. Space Buyer with complacency.

"Choice positions gone," replies the farm-paper manager, who begins to scent some foxy deal, and who, by instinct and profession, is as sharp as a scalpel.

"That's all right—we'll take a special insert," continues the Space Buyer, airily.

"We can handle only two colors on our presses."

"Plates for seven impressions supplied by us and we do the printing in our own shop."

"But the paper—"

"Already bought. We'll supply a superior coated stock."

"We can't bind it in—too much trouble."

"Oh, that's all right—we're perfecting a patented machine to facilitate it. Really nothing for you to do but collect money for space."

And then the boast was promptly made good.

The coming season will see some very picturesque advertising "plans" set in motion—bigger, more expensive than anything ever known before. The farm journals will be red, blue, green and yellow at the core—they will blossom like rural bouquets. Spe-

cial inserts of from eight to twelve pages will reproduce full-color paintings. The honest-to-goodness realism of silo, pastureland, wheat-field, and rambling old home under the elders are destined to unfold for readers who, heretofore, have seen only one-color line-plate imitations of the genuine. Just as automobile advertising has enriched and beautified the pages of monthly magazines, so is the humble farm paper to "primp up" and present the advertiser's story in a far more attractive way.

A big thing—no doubt about it—this conscientious resolve of all concerned to beautify the space used. The paper is more expensive—the drawings are more expensive—the plates are a great deal more expensive. This type of ambition costs money.

Here is a little memo given to the writer by the advertising manager of a Western concern:

Cost in 1914—

Drawings, average design ....\$60

Plates per page .....\$37

Cost in 1916—

Drawings, average design ..\$220

Plates per page .....\$160

But it pays!

WILL SMALL-SPACE USER SUFFER?

And now we come to a question that many advertisers and advertising men are asking:

"What is to become of the 'Little Fellow'?"

"Is justice done the quarter-page ad in black and white, when one of its competitors uses two facing pages, in full color, in the same issue?"

"Are we to have a sort of space and color 'monopoly'?"

A man of our acquaintance, who has his own unique method of illustrating arguments, sums up the situation in this practical fashion:

"Advertisements are, in reality, stores in miniature—little places of business, where merchandise is indirectly disposed of. They are way-stations of produce—trading posts, if you please—shops, in short.

"Now it would be very stupid indeed, would it not, to say to the storekeepers of Main Street: 'You must build your shops of uniform size—every building, say, three stories high, with twenty-two windows and green shutters. Large department stores are taboo. In this town one establishment shall not be of greater magnitude than its neighbors on the block.'

"'Ridiculous,' you say.

"Revert to my little simile of a moment ago. Ads are shops, in a sense. It is manifestly unfair to say to the prosperous, progressive, aggressive merchant or manufacturer: 'No, you shan't have a double page in color. It would be doing the small fellows too much harm. Keep down to their level, or perhaps a trifle in advance. We want—and need your money, but our livelihood rests upon the ten-inch singles and quarter pages.'"

It's a rather fantastic viewpoint, but it shows how some straws are blowing in the wind. The principle of the thing goes back to the old rule of the "survival of the fittest." There are little birds in a nest. The nest becomes too small for them. Some of the birds grow faster and stronger than others. The inevitable happens—the immature fledglings are pushed out and perish. Cruel—yes, but the basic scheme of progress. We go ahead because we go *ahead*. If it were not for the pace-makers, we'd doubtless all lapse into lazy stagnation.

And thus does the Space Progressive barricade himself behind his own method of reasoning. He goes back a score of years and, with dusty, yellow files of magazines and newspapers around him, points out the significant fact that once all advertisers were small advertisers—that the half page was rare—that a little later, full pages were an indication of some

madman's folly—that the appearance of double spreads made everyone gasp and that finally, when women's publications presented beautiful color inserts for automobiles, the timid advertiser and the backward agent, with the seven - lines - twice - a - week clientele shook their heads and predicted disaster.

Back of it all there is a keener analysis of both advertising and space employed. The largest store on Main Street is not necessarily the most successful. Compact little organizations sometimes clear a tidier profit each year than giant department stores. One comparatively small show window will jam the sidewalks, while an acre of plate-glass ostentation opposite will command attention of several persons only.

It's what you put in the space rather than the footage that counts in the long run. Some tiny advertisements have been "pulling" for years, without a change, because they possessed that secret elusive germ or formula which is the genuine test of salesmanship on paper.

#### USE THOUGHT ON COPY INVERSELY AS SIZE OF AD

The Optimist, therefore, has a more lenient angle. He does not think it at all necessary to tie the space-buyer's hands behind his back and truss up the big ambition. If advertising was not growing—if it failed to spring its Hart, Schaffner & Marx and its B. V. D.'s at the seams—if it did not employ more and more space and larger and larger space, for the exploitation of the manufactured product, we would all begin to doubt the future of the profession.

The advertisement of moderate space must be made more attractive than ever before. It must be meatier with persuasion and sales logic. It must make up in quality what it lacks in quantity. It must gird up its loins, test its sling and go to meet Goliath on common ground.

A manufacturer of cedar silos believed in his proposition. He was sincere in his contention that



**T**HE highest paid men in our employ never draw a picture. They are men who have their fingers constantly on the pulse of the public. They are men naturally endowed with exceptional creative faculty. While they know art, they are advertising men more than artists. Such men are qualified by training and experience to produce good picture ideas and do produce them.

### The Ethridge Association of Artists

NEW YORK OFFICE : 23 East 26th St.

CHICAGO OFFICE : 220 So. State St.

DETROIT OFFICE : 809 Kresge Bldg.

SOME publications have an excuse for existence, others a reason. The reason for the

# Woman's National Magazine

is its subscribers; nearly all of whom have subscribed to a "Lewis" publication for years. Why? Because they like the contents, and what the publication means to them and what they have done and are doing through it. To them the WOMAN'S NATIONAL MAGAZINE is more than a publication—it is a constructive force.

Alabama .....	3,186	Nevada .....	386
Alaska .....	81	New Hampshire .....	1,683
Arkansas .....	4,337	New Jersey .....	2,994
Arizona .....	975	New Mexico .....	1,590
California .....	12,699	New York .....	11,785
Colorado .....	4,859	North Carolina .....	2,846
Connecticut .....	2,249	North Dakota .....	2,116
Delaware .....	114	Ohio .....	22,034
District of Columbia .....	646	Oklahoma .....	6,519
Florida .....	4,115	Oregon .....	2,027
Georgia .....	3,851	Pennsylvania .....	15,580
Idaho .....	2,126	Rhode Island .....	506
Illinois .....	17,717	South Carolina .....	1,498
Indiana .....	7,814	South Dakota .....	2,508
Iowa .....	12,972	Tennessee .....	3,257
Kansas .....	10,348	Texas .....	10,982
Kentucky .....	2,396	Utah .....	1,668
Louisiana .....	3,075	Vermont .....	2,730
Maine .....	2,600	Virginia .....	4,950
Maryland .....	971	Washington .....	5,790
Massachusetts .....	4,269	West Virginia .....	5,910
Michigan .....	11,282	Wisconsin .....	7,002
Minnesota .....	10,222	Wyoming .....	1,020
Missouri .....	9,220	Foreign .....	762
Mississippi .....	2,145	Cuba .....	65
Montana .....	3,016	Panama .....	12
Nebraska .....	8,916	Philippines .....	48

**Over 250,000 Subscribers**

**WOMAN'S NATIONAL PUBLISHING CO.**

G. B. LEWIS, Advertising Manager

ATASCADERO, CALIFORNIA

NEW YORK OFFICE,  
GEORGE W. STEARNS, Manager,  
409 Flatiron Building.

CHICAGO OFFICE,  
J. A. YOUNG, Manager,  
1221 Hartford Building.

the brawn and vitality of his particular silo, as represented in this red, aromatic wood, held advantage over many of his competitors.

But as his business was young and his funds low, he advertised with the greatest caution, using never larger than quarter pages in farm publications.

His firm grew in a highly satisfactory manner and much of this growth was traced to the advertising.

"Use half page and page space," the publication enthusiast insisted, "you can afford it."

"Not yet," counseled his agent, "wait a while. The advertising tariff is as heavy as the situation warrants—we'll not go heavier than quarter page for the present."

Then a compact little organization concentrated on the one vital issue: How to make a small-space advertisement as powerful as pages and double pages.

There was no grumbling at the other fellow. There was no blaming of publications. "They can afford spreads—we can't," they reasoned. "All right then, it's up to us to think of something that will keep us from being lost in the shuffle."

#### SMALL ADVERTISEMENTS THAT YOU CAN'T MISS

Idea suggestions came from many sources—from the factory, the advertising manager and from the agency department heads.

The following schemes were evolved:

(1) Amount of copy reduced almost one-half, which permitted thirty-five per cent of total space being left plain white paper. Practically all of the other advertising in the weeklies and monthlies used was "tight" with type. The contrast tended to make the quarter-page silo ad "jump out at you."

(2) Entirely different copy was employed, for the first time, for each farm journal. If a certain publication covered two States, and boasted of that fact, rather than a ten-State circulation, some one well-known expert or agricultural specialist, popular in that

community, was persuaded to give a few pertinent facts as to the upkeep and conduct of a silo—of silos in general. He was not dragged in on the testimonial basis at all. The plan was cheapened by no such ancient subterfuge.

But a dignified, postery pen-and-ink portrait of the gentleman was run in the upper left corner of the space, within fourteen lines of small type text beneath it.

These blocks of reading matter were valuable. They contained the boiled-down experience of many years. A farmer might well paste them in his hat for future reference. Pithy silo facts of an unconventional character were set forth. The moment a farmer or a breeder or a dairyman in the Western States picked up his pet farm journal, he ran upon the features of a local celebrity, a man he knew and respected, one whom he had met many times at Farmers' College get-togethers and Government experimental stations.

Anything this expert had to say was deserving of attention. It would be read whether it occupied single-column space in the back of the publication or two facing pages in all the colors of the rainbow. The thought in the advertisement was of vastly more importance than its physical presentation. Incidentally, this is always true.

#### MORE CAREFUL ATTENTION TO THE FOLLOW-UP

(3) Two small booklets were written and illustrated on two very interesting subjects, "The History of Red Cedar," and "How to Construct Small Buildings on the Farm."

These were for free distribution. Reproductions of them were run in the two lower corners of all the advertisements. An invitation to send for them was clearly presented.

The Red Cedar pamphlet was a handsome little brochure. A tree was carried through the story from its inception to the mill. Photographs illuminated the text. When you finished the book you

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22,034  
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2,027  
15,580  
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1,498  
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3,257  
10,982  
1,668  
2,730  
4,950  
5,790  
5,910  
7,002  
1,020  
762  
65  
12  
48

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OFFICE,  
manager.  
ilding.

had a deep-rooted faith in Red Cedar for silo construction. Yet there was not a word of direct or personal advertising appeal. Such educational matter is not thrown away. It goes in library or files for future reference. The memory of it *does* linger.

Book Number Two was really a set of simple little plans, architecturally sound, of small farm structures — outhouses, chicken houses and runs, dairy buildings and the like. Any farmer could put them up himself. The original blueprints were the work of an experienced draughtsman. Measurements and figures were absolutely dependable. A concluding chapter told of the silo and how it was put together.

It will be seen that in quarter-page space an advertiser managed to put the sort of material that forces "replies" and lifted his campaign out of the cut-and-dried general publicity class. There was something tangible for the reader to lay hold of. Size ceased to be of great importance. White space and ingenuity of display insured attention-compelling value. The portraits of local celebrities made the reading of the advertisements almost a duty. The "paragraph interviews" and the free book provided for a close contact between the factory and the prospect.

No, the "Little Advertiser" need not take large-space display too much to heart. Rather should he welcome it as a sure sign of the efficacy of all advertising—as affluent proof of publicity. Customers along Main Street will often walk many blocks out of their way, past the big stores and brilliant windows, to make their purchases at the small shop, because the small shop has hooked an innovation or an exclusive feature.

Buck up on that quarter page. Make it better and brighter and more pleasing to the eye. Resolve to put in every ad some rugged sales reason or suggestion or argument that the other fellow does not possess. Increase the size of the idea of your ad and you need never fear the competitor's double-page spread.

## Industrial Exhibits in Syracuse Bank

The First National Bank, of Syracuse, N. Y., is using its large lobby to get Syracuse citizens better acquainted with some of the local industries. Each manufacturer has the use of the lobby for a week and the various exhibits have been on display for four months.

"This work was taken up primarily," said Alfred W. Hudson, president of the bank, "because of the fact that we do not think the citizens of Syracuse are aware of the many varieties of products which are made in their own city. We are booked up well into November and I would not be surprised if the project should run along for two years.

"We are able to supply electric current to such concerns as want to set up a small machine of some kind, and endeavor in each instance to have a live exhibit—that is, to have some of the manufacturing process actually carried on."

Each exhibitor furnishes the bank with a list of some of the local people he would like to have particularly invited and to the names on this list a letter is sent by the bank. A portion of the bank's advertising space in newspapers is devoted to an announcement of the exhibit for the current week.

## A Million Is 985,928 More Than This Year's Average

ROXFORD KNITTING COMPANY  
Manufacturers of Men's and Boys'  
Knitted and Woven Underwear,  
Shirts, Drawers and Union  
Suits

Philadelphia, August 22, 1916.

Editor of PRINTERS' INK:

Several of our men in the various departments are enthusiastic readers of PRINTERS' INK.

We discuss from time to time the merits of the magazine and its articles and as a matter of keen interest would like to know the approximate circulation to both subscribers and news-stands in the United States.

A majority of us hazarded a guess of one million copies weekly.

FRANK R. KING,  
Roxford Knitting Company.

## What Bread Costs Abroad

Congressman Rainey, of Illinois, has asked the Federal Trade Commission to investigate conditions in the flour and bread industry. In the request, he points out that in Europe, notwithstanding the war, bread is cheaper than in America. He states that the average American loaf of bread weighs twelve ounces and costs five cents. In London, however, people now get sixty-four ounces of bread for fifteen cents or more than twelve ounces for three cents. In Trieste, they get thirty-five and four-tenths ounces for twelve cents. In Havre, France, they get sixteen ounces for three cents. Bread in these cities, he claims, is made of American flour, which sells there for far more than it does in the United States.

## PICTORIAL REVIEW

*We have just submitted to the A. B. C. our circulation figures for the first 6 months of 1916.*

*They show an average net paid circulation of 1,253,275 for this period.*

*This was an average of 253,275 over and above the guarantee on which the advertising rate was based.*



President and Publisher



Inc.

(Directors of Advertising)

NEW YORK  
BOSTON

CHICAGO  
DETROIT



## Crop Conditions in the Cotton Belt

**T**HE HARVEST SEASON is at hand and the Farmers of the Southland are entering what will undoubtedly be the most prosperous period they have ever known.

Some damage has been done to the Corn Crop because of the heavy rains and the recent hurricane along a portion of the Gulf Coast. However, the increased yields on uplands will more than balance losses on bottoms.

Forage crops are far superior and more abundant than ever before. Peas, velvet beans, peanuts, are in excellent condition. The Oat Crop was short, but to balance that, the Wheat Crop was excellent and the acreage exceptionally large, which is fortunate because of the disastrous crop conditions in the Northwest which have forced wheat and flour to very high prices.

## Cotton Alone Will Bring \$1,035,000,000

**K**ING COTTON has come into its own and spots are now selling above 14c per pound. Despite the War, the consumption of American Cotton during the past year has been over fourteen million bales.

In 1914 the South planted 36,822,000 acres and produced a crop of approximately sixteen million bales, which sold for Five Hundred and Ninety-one Million Dollars.

In 1915, we planted 30,957,000 acres, which produced a crop of 11,161,000 bales, which sold for Six Hundred and Two Million Dollars. A loss in production of Five Million Bales, and a gain in the amount received for the crop of Eleven Million dollars.

This year's crop shows about Thirty-six Million acres. A 20% loss from weather conditions should offset the increased acreage, and the South will probably produce 11,600,000 bales, which under present conditions will sell for more than \$805,000,000, or approximately \$200,000,000 more than last year's crop.

To this may be added the seed from last year's crop which at present prices will bring Two Hundred and Thirty Million Dollars.

## Economical and Profitable Advertising

**P**UBLISHED in the very center of the Cotton Belt, and reaching more than a quarter of a million prosperous Southern Farm Homes twice a month, the SOUTHERN RURALIST with a flat rate of \$1.00 per agate line represents the most economical and profitable advertising medium in this territory.

Prepare for the problems that must be faced in the period of over-production that will unquestionably follow the declaration of Peace in Europe by creating a demand for your goods in the Agricultural Treasure House of the South.

Members of and Audited by the A. B. C. More than a Quarter Million Twice a Month

## Southern Ruralist

"The South's Foremost Farm Paper"

Atlanta

CHICAGO OFFICE  
J. C. Billingslea, Advertising Building  
ST. LOUIS OFFICE  
A. D. McKissey, 3rd Nat'l Bank Bldg.

NEW YORK OFFICE  
A. H. Billingslea, No. 1 Madison Ave.  
DETROIT OFFICE  
Chas. H. Anthony, Kresge Building

# Advertising Puts Asphalt Shingle Industry on Profitable Basis

Enlarge Appropriation for 1916-1917 Campaign—Over \$50,000 Invested in Fourteen Months

IT has been decided to continue advertising asphalt shingles. But the plan of campaign will be changed.

When the asphalt shingle manufacturers' association began its campaign last July it followed the plan used by so many associations and went after inquiries from consumers. Now it doesn't want to be bothered with consumer inquiries at all. All the efforts of the campaign will be aimed to help the jobber and the dealer, whom the eighteen members of the association feel are the real key to the situation—so much so in fact that resolutions were passed at the meeting pledging them the co-operation of the membership. To that end the various members of the association at the meeting voluntarily renewed their subscriptions to the advertising fund, thus putting their stamp of approval on what had been accomplished by the first year of the promotional work.

While no figures are available as to the exact results from this first year's campaign which was announced in *PRINTERS' INK* at the time it began, several members of the association expressed themselves as being thoroughly sold on the value of co-operative advertising. One member stated that while he had spent considerable money in past years advertising his business singly, there was seldom a year when he could get enough business to keep the factory going at top capacity. Moreover, before the co-operative work was undertaken selling costs were high, due to the difficulties which beset the salesman in introducing an unknown product. For several months, this roofing manufacturer testifies, he has been running his plant at maximum capacity, and the difficulty of selling is rapidly vanishing.

According to L. F. Lindley, who represented one of the big mines and who had a hand in the organizing of the association as well as managed its subsequent publicity campaign, the direct business which has accrued from the campaign, while considerable, is infinitesimal compared with the effect which the campaign has had on the industry.

## TRADE CONDITIONS IMPROVED

"You can't imagine what conditions were before our different manufacturers got together with their feet under the one table," said Mr. Lindley to a member of *PRINTERS' INK* editorial staff in Chicago. "Nobody was making any money. Prices were slashed until all the profit had disappeared. All sorts of stunts were being resorted to to get the business away from competitors and every manufacturer felt sure that the other fellow was the worst variety of spotted crook that ever infested the earth.

"One day I was talking with a prominent shingle manufacturer and we commented on this deplorable state of affairs. 'Lindley,' he said, 'if there was only some way of getting things back to normal; some way of working together instead of each manufacturer lurking in dark corners waiting for a chance to run a knife between the other fellow's ribs. If we could only get five cents more for our shingles we would all make a good thing out of it, and we would soon have the business where it ought to be, but we will never get anywhere at this rate.'

"The more I thought over what he said, the more firmly I became convinced that if each manufacturer could only be made to see the real state of affairs that he would soon feel the folly of the way things were going. Being

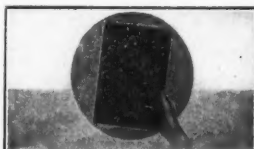
the representative of a mine—a disinterested yet interested party and selling most of the manufacturers myself, I felt that it was up to me to bring the warring factions together. It meant a lot of work, but if I could contribute to the betterment of an industry upon whose success I was dependent I would naturally profit in that way.

"So I got in touch with four or five of the wheel horses here in Chicago, and we called a meeting. Later another meeting, this time including the Middle West, was called, and results were even more encouraging. Then came the national meeting at which the national association was formed.

"Like every other association our first year was spent in getting to know each other—finding out that the fellow we had grown used to looking upon as a sort of degenerate horse-thief was a pretty good fellow after all. Then our next step was to correct some of the gravest sins—and we were able to settle many of the disputes that have for years injured the industry. For example, in our business there are many patented processes and much special machinery. Some of the manufacturers were at war over infringements on these patents, which was costing them a lot of money and which nobody but the lawyers was getting anything out of. Under

the new order of relations it was a simple matter to get the factions of these wars together in one room, and in a few hours straighten the whole matter up without cost to either side and with profit to both.

"But fine as all this was there was something lacking. We needed something to develop a spirit of comradeship, some common interest that would bind us all together practically. And out of this feeling grew the idea for an advertising campaign. It was not our idea materially to increase the sale of shingles, although that was the purpose. It was not our idea, as has been rumored, to offset the lumbermen's competition, although the campaign may have done that. It was agreed among us right at the start that if all the good that we were to get out of this campaign was to secure mutual ground for getting together, that we would be a hundred times repaid. At least the campaign would provide some reason for holding meetings and discussing in common the problems of



## This Roof Stays Waterproof

*Asphalt Shingles* make the *look* has roofing. They also make the roofing that you will not have to repair. They will save you the money that you now have to pay every few years for roof expense.

Now these splendid, ever-wearing materials used in making them. The surfacing of crushed rock products gives a firm shield against wear or weathering. The beautiful colorings come from this also. These colors never fade, never need painting or staining, and give *Asphalt Shingles* their handsome appearance. And the *Asphalt*—Nature's everlasting waterproofing—keeps them watertight, and never cracks, breaks or leaks.

## Asphalt Shingles

*The Roof that stays here*

will be in service long after any old style roof you might buy would have worn out or needed so many repairs that you would have bought it practically free over. When you choose *Asphalt Shingles* for your home you pick the roofing of true economy.

You need *Asphalt Shingles* also as a fire protection. Sparks from a nearby fire cannot ignite them. And remember, with all these advantages, *Asphalt Shingles* seldom cost more than an old style roofing.

Call on your Contractor, Lumber Dealer or Builder's Supply Man, and insist on getting reliable quality *Asphalt Shingles*. These are made with a strong felt, saturated or coated with *Asphalt*, with crushed rock products tightly embedded on the surface. If your dealer cannot supply you, write to us, giving the Dealer's name.

Asphalt Shingle Publicity Bureau  
9211 Marquette Building, Chicago



TYPE OF THE NEW COPY

one another.

"So with that thought tucked away back in our heads we started in last June to advertise. The campaign started modestly. Raising the funds was not at first the easiest task in the world, but the campaign soon made good as a business-stimulating device. Man-

## The Leaders of the Weekly Farm Press



## Orange Judd Farm Weeklies

### 515,000 Circulation Guaranteed

**T**HERE is an Orange Judd Farm Weekly for each great section of the United States. As your business is sectional or national in scope, you can use one or all of these Weeklies and *know* that you are reaching the best farmers in their respective fields.

Orange Judd Farm Weeklies are read by farmers who are making and *spending* money for the luxuries as well as the necessities of life. With all the advantages of sectional papers—being carefully edited to meet the climatic, soil and market conditions of the localities in which they circulate—Orange Judd Farm Weeklies have the added advantage, in breadth of editorial view, of being national.

*Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *Southern Farming*, the Southern States; *American Agriculturist*, the Middle States; *New England Homestead*, the New England States.

### ORANGE JUDD COMPANY, Publishers

*Member of Audit Bureau of Circulations*

**Headquarters: 315 Fourth Avenue, New York**

Central Western Office : 1518 Michigan Blvd. Bldg. Chicago, Ill.	Northwestern Office : Oneida Bldg. Minneapolis, Minn.	Southern Office : Forsyth Bldg. Atlanta, Ga.	Eastern Office : Myrick Bldg. Springfield, Mass.
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# The Man with the Money in Canada

**C**ANADIAN farmers have been coining money since the war began. They have been getting war prices for grain, stock, cheese, fodder and other products. As a consequence they have doubled production. Debts and mortgages have been paid off since the opening of war that aforesaid were a long and heavy burden. The exceptional prosperity of Canadian farmers has made business in Canada good generally.

Canadian farmers are spending their surplus very freely, mainly on farm improvements. More and better implements, new and better buildings, improved stables and dairies, pedigreed stock, power equipments, lighting and water sys-

tems, more comfortable homes, more labor-saving devices in homes, more indulgences—these are the things that Canadian farmers are spending money on today to a greater extent than ever before.

A definite, stimulating factor in directing this new condition is

## THE FARMER'S MAGAZINE

**I**T is different. It has made its own place.

(Monthly)

It is edited and produced for the progressives among Canadian farmers. Up-to-date methods, equipments and supplies of all kinds have been installed, and new houses and out-buildings erected and fitted up, on suggestions in its columns. It has a practical farmer and a farmer's daughter as co-editors, each of whom is a graduate of a Canadian college. Its contributors are authorities and leaders.

### Its Circulation

is procured by advertising and salaried representatives (the publishers have 13 other publications and maintain a strong all-the-year round soliciting staff). Premiums have never been used. Subscribers pay cash, full price (\$1 a year). Circulation is nation-wide.

### Advertising Rates

are indicated by the minimum page rate, which is \$58.80 (12 times). Type page measures  $2\frac{3}{4}$  x 10 inches x 3 columns. Publication date, first of each month.

### 3-Color Process Covers

numerous illustrations, good paper and superior typography are features of appeal to spacebuyers. Advertisements face reading matter.

**T**HE Canadian field can be cultivated without resistance or prejudices to be overcome. The affiliations and intercourse of Canadians and Americans unite them socially, economically and commercially. Canvass farmers in Canada through THE FARMER'S MAGAZINE.

## MacLean's Fourteen Publications

Grouped according to class are as follows:

### Five Retailers' Newspapers

*The Canadian Grocer.  
Hardware & Metal  
Dry Goods Review  
Men's Wear Review  
Bookseller & Stationer*

### Two Magazines

*MacLean's Magazine  
The Farmer's Magazine*

### Six Technical Mediums

*Canadian Machinery  
The Power House  
The Canadian Foundryman  
The Sanitary Engineer  
Marine Engineering in Canada  
Printer & Publisher*

### One Commercial Newspaper

*The Financial Post of Canada*

Copies and advertising rates on application.

**The MacLean Publishing Co., Ltd., Toronto, Can.**

Montreal, Winnipeg, New York, Chicago, Boston, Cleveland, and London, Eng.

ufacturers found that business came easier. Salesmen were continually bumping into evidence of its effectiveness. The price situation within the industry slowly but surely righted itself as the increased demand removed the motive.

"After a year of advertising the members have come to realize that the thing which they haltingly undertook, more as an excuse you might say for having an association, is in reality something which the industry cannot very well dispense with—that was why those of us who have been most interested in the success of the association were so well pleased at the spirit shown at the meeting, when the advertising was continued by unanimous vote and the subscriptions renewed without any effort. On the whole I cannot conceive of any way in which we could have invested \$50,000 to better advantage than we have in this campaign, and if there are any other associations who are at the stage we were eighteen months ago, I can say to them frankly that the one tonic that will put them where they ought to be is a good stiff dose of consumer advertising."

### Advertising New Kind of Beans

The Dyer Packing Company, of Vincennes, Ind., is advertising Dyer's Beans, a new product, in Chicago newspapers. The product is a combination of Northern navy beans and Southern Soja beans. Because of the shortage of the 1915 navy-bean crop, present market prices are too high for many canners to pack. The Dyer Packing Company, therefore, turned to other sources of supply. By combining Southern Soja beans with its supply of navy beans, the company has been able to keep up production and compete in new markets with canners affected by the shortage.

### New Educational Periodical

The *New York School Review*, a monthly magazine devoted to the interests of parents and pupils, will begin publication next month.

The Harry Porter Company, of New York, is now handling the advertising for Mark Twain's books, put out by Harper Brothers.

## American Advertising in Canada

It Is Significant That the Decrease in American Imports Is Coincident with the Decline of American Advertising — Canadian Points Out Power of Publicity in the Dominion

By G. F. Hobart

AMERICAN advertisers seem to have been misled in regard to conditions in Canada.

Canada is prosperous and Canadians are making money. It is true that over 300,000 men have been withdrawn from active production and are now serving with the colors; but other men (or women) have taken their places. Production has not decreased, on the contrary it has increased, and the manufacture of war materials does not alone account for the augmented production.

Imports from Great Britain have fallen off, due to the prevailing shortage of shipping facilities. Imports from Germany and Austria have ceased.

The aggregate foreign trade of Canada for the year ending April, 1916, was nearly four hundred millions greater than for the preceding year, the increase being in exports. No great change is noticeable in the amount of imports, although a difference in the character of the goods imported is indicated by the fact that the duty collected increased over 30 per cent.

The natural inference is that the United States should profit by the decrease in importations from Europe. That, however, is not the case, as imports from the United States fell off to the extent of seven millions, compared with the preceding year, and twenty-six millions as against the figures for 1913.

Where is Canada getting the goods? The report of the Department of Trade and Commerce shows increased imports from Australia, New Zealand, Newfoundland, East Indies, West Indies and Japan. Australia alone

jumped from four hundred-odd thousand to over three million. On the other hand, there was a decrease in imports from Great Britain, Belgium, France, Germany, Holland and the United States.

In the following commodities there was a falling off in importations:

Ales, beer, porter.  
Animals.  
Books and periodicals.  
Breadstuffs.  
Bricks, tiles, clays and manufactures of cement.  
Coal, coke.  
Coffee.  
Curtains.  
Earthenware, china, graniteware.  
Electrical apparatus.  
Fish.  
Fruits.  
Glass.  
Gloves and mitts.  
Gunpowder and explosives.  
Hats, caps, bonnets.  
Hides.  
Leather and manufactures of.  
Oilcloth.  
Paintings, drawings, engravings.  
Paper and manufactures of.  
Precious stones.  
Ribbons.  
Soap.  
Spirits and wines.  
Wood and manufactures of.

The following is a list of commodities in which there was an increased importation:

Carriages, carts, wagons, cars.  
Cocoa, chocolate.  
Cordage, rope, twine.  
Cottons.  
Drugs, dyes, chemicals.  
Flax, hemp, jute and manufactures of.  
Furs.  
Grasses, fibres and manufactures of.  
Grease.  
Gutta percha, rubber and manufactures of.  
Metals and manufactures of.  
Musical instruments.  
Oils.  
Paints and colors.  
Provisions.  
Seeds.  
Silk and manufactures of.  
Sugar, molasses.  
Tea.  
Tobacco.  
Watches.  
Wool and manufactures of.

It is easy to draw conclusions from figures, but an assurance of their correctness requires an acquaintance with conditions that cannot be obtained from the tables themselves. It will not do to dogmatize, yet it is admissible to place facts side by side, and let those who are interested in the

Canadian market draw their own inference.

Two facts, therefore, are offered for consideration. Imports from the United States have decreased. American advertising has been withdrawn from Canadian publications to an appreciable degree. There seems to be an opinion that Canada is a war-ridden country whose citizens have neither money to spend for, nor inclination to indulge in, their usual comforts and pastimes. Reference to the table of increased imports may correct this erroneous impression.

The decrease in imports from the United States is coincident with the decrease in American publicity. Of course, these facts may synchronize without being correlative.

### United Drug Gets Lowney's

Chocolate Refiners, Inc., has been organized in Massachusetts as a subsidiary of the United Drug Co., to take over the manufacture of the chocolate products of the Walter M. Lowney Company.

### Racine Agency Has S. C. Johnson Account

The advertising of S. C. Johnson & Son, Racine, Wis., manufacturers of Johnson's Wood Dye and Prepared Wax, is now being handled by the recently formed Western Advertising Agency, also of Racine.

### Huggins Leaves Garfield Bank

Hale H. Huggins, advertising manager of the Garfield National Bank, New York, has resigned to become director of the efficiency bureau operated in connection with New York University.

### Abraham to Leave Winnipeg "Telegram"

Charles A. Abraham will retire September 1st from the presidency and business management of the Winnipeg *Daily Telegram*. He has not made definite plans for the future.

### Chambers With "Harper's Bazar"

Kenneth N. Chambers, formerly business manager of the Scudder School, New York City, has joined *Harper's Bazar* as director of the School Department.





PROF. CHARLES WM. BURKETT  
Editor *American Agriculturist*

You of course know *American Agriculturist*—what it is, what it stands for. Possibly you do not know its editor, Prof. Charles Wm. Burkett. His work, being in the editorial office and out in the country with farmers, at their meetings and in their homes, is not such as brings him in contact with the advertising fraternity. Hence you may not have met him. He is, however, a real man, full of red blood, and knows farming conditions as few men in the country know them.

Prof. Burkett is recognized as one of the foremost leaders of thought in modern agriculture. From birth to the time he left for college, he lived on an Ohio stock farm. He plowed and raised corn, milked cows and fed hogs, sheep, fat cattle,

and did the farm jobs as they came up from season to season. For 13 years he was an agricultural college professor and director of the Kansas Experiment Station. In addition he has lectured before farmers' institutes, teachers' institutes, college gatherings and other educational and farmers' meetings in all parts of the country. His text, *Agriculture for Beginners*, is the standard agricultural text in this country. He is the author of many other books on agriculture, and the editor of the well-known Country Life Education Series of University grade agricultural text books. As a student he founded the Agricultural Student, the first agricultural college paper; initiated Alpha Zeta Fraternity, the first agricultural college fraternity; and he wrote the call for an agricultural college students' union that has since resulted in the Smith-Lever bill or National Agricultural Extension Act.

We want you to keep an eye on Editor Burkett and the splendid constructive work he is now doing through the columns of *American Agriculturist* for 125,000 substantial, business farmers of New York and nearby states.

**ORANGE JUDD COMPANY**

**315 Fourth Avenue, New York City**

## Here Are a Few Interesting Figures on Oklahoma's Crop Conditions

**T**HE corn crop—90,000,000 bushels—valued \$56,000,000. Cotton has recently advanced close to 15 cents. Oklahoma will produce 1,000,000 bales—an increase over last year of 400,000.

Oklahoma's wheat tested 61 and 62 pounds to the bushel. The total yield of 29,000,000 bushels—worth approximately \$40,000,000.

Oklahoma's hay crop, by Government figures, is valued at \$10,000,000.

Oklahoma's oat crop of 14,000,000 bushels is valued at \$5,000,000.

Then we have the great dairy and livestock industry—Cattle, hogs, sheep, goats, horses and mules.

Don't forget our grain sorghum crops—Kafir, feterita, milo maze and cane. These sorghum crops are worth \$15,000,000.

Last, but not least, Oklahoma's great mineral product—The oil production of 1916 will bring \$125,000,000. Then its coal, gas and numerous other minerals amount to millions.

## Here Is How to Reach Oklahoma's Great Buying Power

**T**HE OKLAHOMA FARMER-STOCKMAN now guarantees a larger circulation among the better-to-do farmers than any other farm paper in the great southwest. Circulation in our home state is considerably in excess of 60,000 each issue. Our distribution is among the class of farmers who are able to buy anything they want, or anything you can make them want.

# 120,000

## Paid-in-Advance Subscribers Guaranteed

Can you find a better buy than this—40 CENTS PER LINE?

**The Oklahoma Farmer-Stockman**  
 OKLAHOMA CITY :: :: :: :: OKLAHOMA  
 E. Katz Special Adv. Agency, New York, Chicago, Kansas City

# Developing Department Managers from the Ranks

A True Story of Two Men with an Equal Start and of an Observing Chief

By P. V. Bunn

Of the Simmons Hardware Company, St. Louis, Mo.

"REMEMBER that fellow Bronson, six feet three inches high, weight 135 pounds—so thin he has to stand twice in the same place to make a shadow? Well, I saw him stowing away his dinner yesterday, and I'll give you my word he ate enough for three laboring men. His brother Ed weighs 210 pounds, and doesn't seem to eat enough to keep a bird alive. Wonder why that is?"

"Nothing surprising about it," replied the Doctor. "Percentage of assimilation, that's all. Let's assume that each man needs an equal amount of nutriment. One of them is so organized that 90 per cent of all the nutriment in his food is absorbed into his body, while the other absorbs only 45 per cent. In order to get the same growth and strength it is clear that for each pound of food the first one eats, the other will need two pounds, on the same basis. Simply a matter of assimilation."

EXPERIENCE, PER SE, DOESN'T  
ALWAYS COUNT

I often wonder if this same principle does not apply to different men as to their *working efficiency*. Most applicants for positions refer to the number of years' "experience" they have had in certain lines. But how unreliable it is to measure the present worth of a man merely by the *length* of his experience. The question is: *What of value* did he *get out of* that experience? What was his percentage of experience-assimilation?

Take for example the ordinary position of complaint correspondent in a big business. These young men usually start at \$10 to \$15 a week. They handle complaints sent in by customers, on quality, damage, delays, etc. I have in mind two such men that

served under me for three years.

Jim and Reed started at about the same time and salary—\$12 weekly. So far as education and "previous condition of servitude" were concerned, they were about equal.

But in other respects they differed. Reed worked faster than Jim, and as many hours, sometimes more, but his main object was to get out his work *so as to get rid of it*. It worried him to have unanswered letters on his desk, and the height of his ambition was reached when the pile was reduced to nothing. Keeping his desk clear became a mania with him, and every time it got clear he would dust it off with a feather duster and point with pride to its condition. He was always racing with the messenger boy who brought him new work.

This didn't give Reed much time to worry over the firm's policies as to treatment of customers. It gave him a tendency to write letters that were too short or too curt, and withal superficial. His percentage of errors was high. Occasionally such letters offended customers. He failed to get a broad vision of the fundamentals of the business. In three years his salary got up to \$15, but it was only for the volume of physical work he turned out.

Now Reed thought that his loyalty and hard work—his zeal to keep his desk clean, were worth lots more than \$15, so he gradually developed a "sore spot" against the firm. He became even more mechanical in his work, still less in harmony with the firm's ideals.

One day he was out of sorts, and in rather a bad temper, so he took that occasion to go to his manager and ask for a raise. The manager tried to tell him why

he wasn't worth more to the house, but, as usually happens in such cases, a man who *needs* such an explanation doesn't comprehend it when he gets it.

So Reed couldn't see it, and he said things that the manager could not well ignore. The upshot was that he told Reed he could get plenty of service as valuable as his for \$15, and Reed at once resigned.

It took him two months to get located again, and his new salary was \$12—just where he had started three years back, and with a less desirable house. He is still correspondent there, now getting \$13, sour on the world, and especially his old house.

Now, Jim went at things differently. He felt himself a part of the firm. Its interests and policies he made his own. He was less concerned about getting his desk cleaned up than *cleaning up each case*, to the customer's satisfaction.

If he had to go over to the traffic department to make sure of a freight rate, he *went*. Reed would have taken a chance that the quoted rate was correct, although that might be the whole question at issue.

Jim never sent out a letter that somewhere, in the back of his head, he did not ask and answer this question: "How would I like it if the boss should read this letter?"

He always did his work just as he would have done it if the whole business had been his own.

And yet, while more pains-taking than Reed, he managed to keep his work up. He handled about the same number of complaints, because when he handled one it was *settled for keeps*, while twenty to thirty per cent of Reed's required a second or a third letter.

Jim's salary had been raised in three years from \$12 to \$22 weekly.

#### WHEN THE VALUE OF EXPERIENCE PAID BIG

One day the traffic manager had a bad case to take up with the front office. In reading through the papers the president suddenly said:

"Who wrote that letter of August 27th?"

"Why, Correspondent No. 27," replied the traffic manager.

"Please gather up all his mail to-day, without his knowing it, and send it to me."

When he got to reading the letters the boss was highly pleased. The letters were all short and pointed, but never curt. They showed a full grasp of the subject, and an intention to please and be fair to the customer. There was an entire absence of sloppiness. The president sent for the manager of Department 127.

"Carroll," he said, "Yesterday you were bewailing the fact that you have never had a competent office manager!"

"Yes, sir, that's the truth."

"Well, I have found just the man for you."

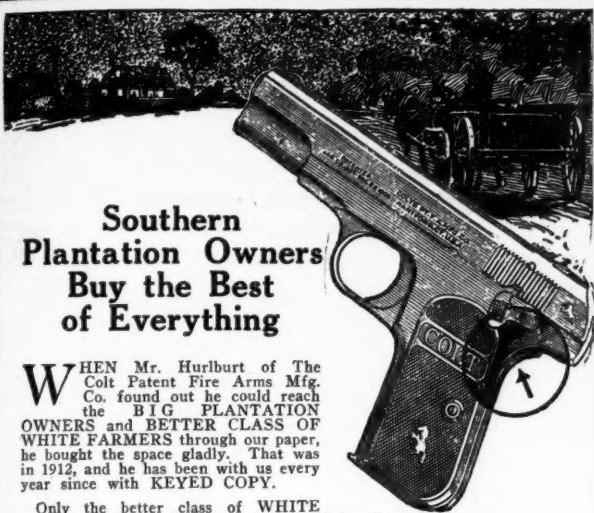
"Who is he?" asked Carroll.

"I haven't the least idea what his name is; I have never seen him. But I have read a bunch of his letters. Now I have a fancy to try an experiment. You go to the Correspondence Manager and tell him I want No. 27 turned over to you as office manager. I want you to pay him just what you paid his predecessor. Also, I want you to give him the fullest possible latitude. Shove responsibility on him—and authority—and let him know that you absolutely back him up. Let him, and all the clerks understand that if he wants to fire a clerk, his decision goes. Now I don't know him and I don't want to, *at this time*. I'm leaving to-morrow for three months. When I come back I shall want to know the result of my experiment." Then the boss made a ninety-day tickler memo.

As the manager started out, the boss continued, "And, I say, Carroll, if he gets the swellhead, if he can't stand prosperity—just fire him!"

Well, you know what happened; Jim made good. He was the captain of his own soul, and at least first sergeant to the other fellows. Never before had the department worked so smoothly.

A year later the boss wanted



## Southern Plantation Owners Buy the Best of Everything

**W**HEN Mr. Hurlburt of The Colt Patent Fire Arms Mfg. Co. found out he could reach the **BIG PLANTATION OWNERS** and **BETTER CLASS OF WHITE FARMERS** through our paper, he bought the space gladly. That was in 1912, and he has been with us every year since with **KEYED COPY**.

Only the better class of **WHITE** farmers will buy a **COLT**. It is not a "cheap" gun.

The same not-to-be-denied proof that made Mr. Hurlburt use The Progressive Farmer has brought us (exclusively in the South) the advertising of Cadillac, Jell-O, Mennen's Talcum Powder, Sherwin-Williams Paint, B. V. D. Underwear, Ingersoll Watches, Southern Cypress Association, and many, many others.

Each and every one of these advertisers (and their agencies) made us prove our claims—made us prove them to their **OWN LIKING**.

We claim The Progressive Farmer **REALLY IS** the South's greatest farm paper from the standpoint of **CLASS circulation, editorial merit, cleanliness of advertising columns and faith of its readers.**

We claim and can **PROVE** that we carry more clean advertising than any other Southern farm paper.

We can prove that we carry "No Fakes for Man, or Beast, or Fowl."

Our advertisers' **CHECKING RECORDS** will prove that we bring **BETTER RESULTS** than any other Southern farm paper.

We make no "trade deals," no "cut rates," or "concessions."

If we can't sell our space at rate card rates, we fill it with high-class editorial matter.

Give us a chance to prove all this to you. We can put it across in short order.

## THE PROGRESSIVE FARMER

Raleigh, N. C.    Birmingham, Ala.    Dallas, Tex.    Memphis, Tenn.

170,000 Class Circulation (White People Only) per Week

**J. A. MARTIN**  
Advertising Manager

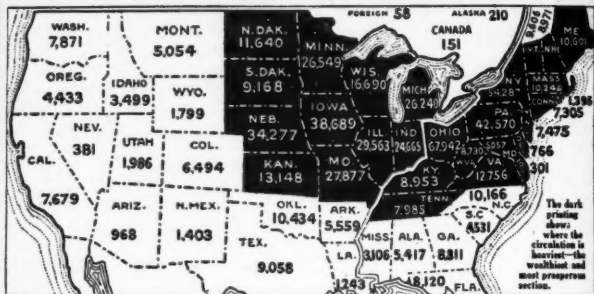
Geo. W. Herbert, Inc.  
Western Representatives  
Advertising Building  
Chicago



Member A. B. C.

Wallace C. Richardson, Inc.  
Eastern Representatives  
381 Fourth Avenue  
New York City, N. Y.

# 650,000 Copies and Where They Go



This Map Shows the Distribution of Paid Circulation of  
(Count of April 1, 1916)

## FARM AND HOME

The Leading National Semi-Monthly Farm Paper

Compare it, both as to quantity and quality, with the circulation statement of any farm paper that you wish. But that will not tell you its fullest value nor why it is the leader in its field.

*Farm and Home's* circulation has *quality* as well as *quantity*. The quality of its circulation is unequalled. This is shown by the ever-increasing growth in advertising patronage and by the consistency with which advertisers have used its columns and the increase in the amount of space used each succeeding year. It is the practical, adaptable nature of *Farm and Home's* reading matter that makes it so good an advertising medium. It is edited by men and women who know what they are talking about, and they keep it full of live, practical reading.

## 650,000 Circulation Guaranteed

goes into the homes of the highest type of progressive farmers the country over, who realize large profits from their farms as a result of the modern business principles they apply to farming.

Issued in two editions—Eastern and Western. 325,000 circulation on each edition. Advertisers may take advantage of this to reach any particular section of the country. Division in editions is shown by white line on map.

Address nearest office for further information, sample copies and advertising rates

### THE PHELPS PUBLISHING CO.

Member of the Audit Bureau of Circulations

1518 Mich. Blvd. Bldg.  
Chicago, Ill.

6th Floor Onelda Bldg.  
Minneapolis, Minn.

315 Fourth Ave.  
New York

Forsyth Bldg.  
Atlanta, Ga.

Myrick Bldg.  
Springfield, Mass.

Carroll to take charge of the Denver branch house.

"Who's the man to take your place as department manager, Carroll?"

"Why, Jim—there's nobody else with even a look-in!"

"Luck!" said Reed, when he heard of Jim's success. "Luck and favoritism! If that gink fell into the river they'd have to dust him off when he got out. That house has no proper idea of rewarding merit and equal treatment. Now look at my case—" and so on.

The story is being lived out every day in one guise or another—in this and that firm—in *your* firm.

You are an interested party.

As the boss of your institution, it's up to you to find out which of your employees are the Jims and which are the Reeds; so that when it comes time to find a new manager for Department 8, you'll know just where to put your finger on the right man, and not be advertising in the papers for a stranger to come into your business. That's a process which is too often followed by big houses, and which is discouraging alike to the fit and the unfit among your own workers.

The Declaration of Independence says that "all men are created equal," but if true, an awful readjustment has taken place while they have been growing up. A goodly percentage of your employees have themselves largely controlled their own re-adjustment, and those fellows are the most valuable asset you possess—if *you only know it*.

Find out who they are; put heavy responsibility upon them, with commensurate authority—and then back them up.

You will be amply repaid.

### Van Patten Establishes Agency

L. A. Van Patten has established an agency under the name of Van Patten, Inc., New York. Mr. Van Patten was an employee of the Cheltenham Advertising Agency for nearly two years, and before that was connected with the Saxon Motor Co., American Locomotive Company and Chicago Tribune. He will handle the advertising of Chalmers' automobiles, Pyrene Mfg. Co., American Chiclé and other accounts.

## THE BREEDER'S GAZETTE

Established 1861 "The Farmer's Greatest Paper" 1/10 per Year  
Senders Publishing Co., 542 South Dearborn St.  
CHICAGO, U. S. A.

THE GAZETTE goes to no farm home except upon invitation, and the solid, substantial folk whose names are found on its subscription list represent the **very cream of American rural citizenship.**

With absolute confidence we assert that The Gazette list holds the names of the **owners of more fine farms** than can be found in such conjunction elsewhere on either side the Atlantic.

You can reach them through the business columns of their favorite newspaper.

Regular mailings of The Breeder's Gazette for 1916 have been as follows:

COPIES		COPIES	
Jan.	6....92,049	May	4....94,950
	13....91,623		11....94,050
	20....91,550		18....94,200
	27....90,747		25....94,329
Feb.	3....92,447	June	1....94,750
	10....92,240		8....93,650
	17....93,040		15....94,825
	24....93,240		22....94,620
March	2....92,640		29....94,320
	9....93,600	July	6....94,101
	16....93,720		13....94,300
	23....93,720		20....94,324
	30....93,720		27....93,907
April	8....94,200	Aug.	3....94,689
	15....94,400		10....94,260
	22....94,650		17....94,650
	27....94,680		
Total .....		3,092,311	
Average .....		93,706	

Less mailed to advertisers, agencies, agricultural schools, exchanges, etc. .... 2,713

Total net paid ..... 90,993

Sample copies not included in this statement.

## The Breeder's Gazette

542 South Dearborn Street

Chicago, Illinois

Member Audit Bureau of Circulations.



GEORGE W. HERRERT, Inc.,  
Western Representative,  
600 Advertising Bldg.,  
Chicago, Ill.,

WALLACE C. RICHARDSON, Inc.,  
Eastern Representative,  
381 Fourth Ave.,  
New York City.



# How One Leading University Is Advertising

The Sizable Appropriation Is Handled by an Agency and a Strong Growth Has Been Manifested

By Harrison McJohnston

ACCORDING to the New York *World Almanac* there are 520 colleges and universities in the United States. Most of them have the professional attitude toward advertising, that is, "thumbs down." And this in spite of the fact that many of them are languishing as regards attendance, and sorely need the tonic which has made the aggressively advertising "prep" schools flourish like

publicity—winning crews, or football teams, or debating teams.

Northwestern University, of Chicago and Evanston, Ill., is now advertising on a strict business basis, has been developing its advertising during the past six years like any business concern would do it and intends to keep on developing its advertising in this manner for an indefinite period of time to come, *because it pays—pays better than "press-agent" advertising and brings much better results than hit-or-miss advertising of the sort which a good business concern would not do.*

The amount of money appropriated for advertising by this university compares favorably with the average amount appropriated for national advertising campaigns among business concerns of medium size. This appropriation is spent through an advertising agency, and the university also retains a "promotion secretary," whose

duties are in many respects identical with those of the advertising and sales manager of a business concern.

Naturally, there has been some opposition to advertising from faculty members in the university, men who could not or prefer not to look upon a university from a business man's point of view. But President Harris six years ago concluded that a university, especially a university with a College of Commerce designed to help fit



**N**  
**Northwestern**  
**UNIVERSITY**

Beautiful campus in ideal college town of Evanston, on wooded shore of Lake Michigan, near Chicago. Large gymnasium, new dormitories. **MEDICAL, LAW, PHARMACY, DENTAL** and **COMMERCE** schools situated in heart of Chicago, offering exceptional advantages.

Write for books of views and courses in Liberal Arts, Medicine, Law, Pharmacy, Dentistry, Engineering, Commerce, Music, Oratory, Summer School and Evanston Academy.

**E. S. BRANDT,**  
470 Northwestern University Bldg., Dearborn and Lake, Chicago

SPECIMEN OF THE MAGAZINE ADVERTISING

green bay trees. "It isn't done, that's all," they say, as they sadly push temptation aside.

That is, it has not been done until lately, and the strides made by one leading university are likely to make college officials and the numerous alumni of our colleges give the matter of advertising more careful consideration. Some colleges, like Valparaiso, Ind., and Ohio Northern, are doing good work, but other "big ones" have chosen other forms of

# THE DIRECT ROUTE

## To \$10,000,000,000.00



"If I were not thoroughly convinced that the farm paper opens an exceptional trade opportunity for the national advertiser, I'd get out of the business."—Arthur Capper.

The six million farms of the United States, worth 50 billion dollars, produce annually new wealth to the value of 10 billion dollars.

It is a field embracing more than forty million people, living on a higher scale than any other forty million people in the world have ever lived, and absorbing more than 40 per cent of the retailed products of this country.

The constantly increasing efficiency of the country retailer and the closer contact the farm family has with the larger trading centers greatly simplify the manufacturers' problem of distribution. The agricultural press, with 15 million circulation, covers this field as no other field is covered. It holds the absolute confidence of forty million people who are peculiarly susceptible and responsive to advertising.

It is the *one* direct route to the trade of forty million consumers.

### There Are More Than Fifty Good Farm Papers Which the General Advertiser Can Use With Profit

*Among them are:*

<b>Farmers' Mail &amp; Breeze</b> 105,000	<b>Oklahoma Farmer</b> 75,000
<b>Nebraska Farm Journal</b> 100,000	<b>Missouri Ruralist</b> 85,000
<b>Missouri Valley Farmer</b> 500,000	

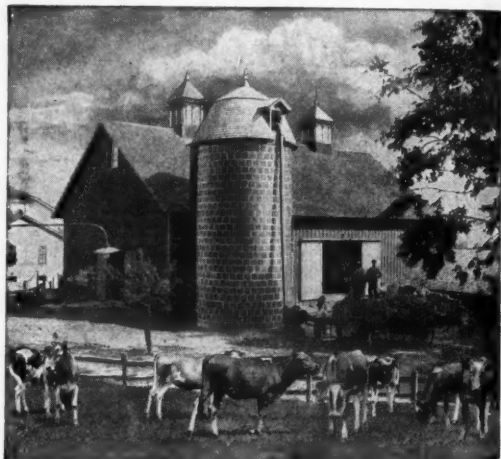
Members { Audit Bureau of Circulations  
Agricultural Publishers' Association

*Arthur Capper.* Publisher

Topeka, Kan., August 25, 1916.

MARCO MORROW, Director of Advertising.  
HUGH McVEY, Advertising Counselor.

Chicago, Mallery Building.....	J. C. Feeley
New York, Flatiron Building.....	W. T. Laing
Kansas City, Graphle Arts Building.....	R. W. Mitchell
St. Louis, Chemical Building.....	C. H. Eldredge
Omaha, 1st National Bank Building.....	W. M. Temple
Oklahoma City, Colcord Building.....	M. L. Crowther



Composite photograph prepared by us for use in the advertising of The National Fire Proofing Company.

ADVERTISING, like farming, may be ordinary or intensive. The latter is the kind that *pays*—but intensive advertising, like intensive farming, is the work of specialists. We are specialists in

## Agricultural Advertising

The agricultural field has been our study for years. Our service includes advertising copy, booklets, and a fund of practical information about mediums and merchandising. If you wish to reach the farm folk, we are prepared to help you.

### The Charles Advertising Service

H. H. CHARLES, President

23 East 26th Street

New York

men for business practice, ought to conduct its advertising on a thorough business basis. To this end the promotion secretary was employed and a respectable sum of money was appropriated. Since then results have proved the wisdom of this action, for the advertising is designed to get definite results and careful records of results are kept from year to year.

The decision to conduct the university advertising on a business basis was not, however, an easy one to make. Objections were numerous, from outside as well as inside the university's own organization. Much more numerous were the objections in the past, however, than they are to-day. The chief objection seems to have been a matter of dignity. Some of the faculty members felt that advertising was not only undignified for a great university, but also was unnecessary. They thought students ought to come without the need of solicitation by means of advertising; that somehow a student who would choose Northwestern University because he became interested through advertising might not be a desirable student; that a university was an institution set apart in the world: apart from the law of competition, entirely apart from business activities and the standards of business practice—a sacred institution dedicated to problems of scientific research by men whose refined mental equilibrium might be disturbed if their services were offered to the public as so much merchandise.

Yet a big university is really a business institution, and is in competition with other universities for business, however odious the idea might be to some. Although the university business is

not as keenly competitive as is the grocery business, for example, yet it is competitive. And wholesome competition has done much for the development of the university business—competition for prestige of various kinds, for large numerical enrollment of students and so on. The competitive methods are various: physical-equipment libraries, the employment of well-known scholars and writers, large development of single departments, research departments, athletics—in short, the laws of competition seem to apply to a university about

In these times of varying standards of legal education, by which students are led to believe that without effort, by assimilating a mass of pre-digested rules and axioms, they may quickly become lawyers; when too many schools are conducted solely for the financial profit of the owners, when it is even claimed that Lincoln may be developed by correspondence and payment of a fee, we, the undersigned members of the bar, desire to recommend the standards, requirements and ideals maintained for more than fifty years by

## Northwestern University Law School

and we urge the importance of carefully investigating the scholarship standard and library facilities of any Law School wherein entrance is contemplated.

(Where no otherwise indicated, the person signing is a member of the Chicago, Illinois bar.)

A TESTIMONIAL BY MEMBERS OF THE BAR IN NEWSPAPERS

the same as in a business concern. And, as a matter of fact, advertising may be made least offensive of all the competitive methods employed by universities, all depending on the function of the advertising, according to the "promotion secretary" of this university.

Northwestern University's advertising is designed, first of all, to help increase the total number of people who get a university education; and a large percentage of the increase in enrollment that comes to this university as a re-

sult of its advertising is composed of people who would not have decided to get a university education had they not been influenced by advertising to look into the matter. In response to inquiries which come in from good advertising copy, this university often sends a booklet entitled "Four Years in a University," which contains no mention of any specific university. It is designed to stimulate interest in and desire for a university education in *any* good school. Northwestern University merely takes the responsibility of publication. Thus advertising makes possible competition against a less profitable expenditure of time by many people who otherwise would not decide to get a university education, rather than competition for students who otherwise would go to some other institution.

On the other hand, the "promotion secretary" of this university believes in advertising specifically the advantages of his school in particular. He knows that specific advertising gets better results than does general advertising; and the university is after definite results, like a business concern. Sometimes inquiries come in concerning schools and colleges and departments which are not included in this university, such as forestry, mining, domestic science and agriculture. These inquiries are immediately forwarded to other universities which offer the courses desired—"which is really a businesslike disposition of them," said the promotion secretary.

#### LIKES SCHOOL ADVERTISING SECTIONS

Northwestern has found that university copy pulls best when it is accompanied in the magazines with other educational advertising. This university prefers to use magazines which have educational advertising sections, and is, therefore, doing its best to get other universities to advertise more extensively and on a strict business basis. The secretary says that the universities which spend money intelligently in consistent

advertising campaigns may be counted on the fingers of one hand. It seems certain, from the good results he gets, that businesslike and dignified advertising by more of the bigger universities would cause a rapid increase in the total enrollment of students in all universities; therefore tend to cause a more rapid development of facilities for the accommodation of greater numbers of prospective college graduates.

Dr. A. E. Swanson, acting dean of the School of Commerce, has been especially interested in promoting successful advertising campaigns for his school, and he has kept close tab on results of all the advertising done by the university. Some of the more important things he has learned about university advertising follow:

Dr. Swanson points to the fact that the Northwestern University School of Commerce has grown in six years from a handful to nearly a thousand students. He knows that much of this increase is traceable to efficient advertising—advertising which commands the respect of young business men whom the advertising copy is designed to interest. Until recently this School of Commerce has not had enough alumni boosting it to cause much discount from the part advertising has played in the rapid growth of the school. Some of the copy includes carefully compiled data showing the value of commercial education.

Recent experience with one magazine, which has begun to classify to the extent of making a separate division for university advertising, indicates a considerable improvement in the quantity and quality of inquiries. "But the chief value of this move on the part of the magazines will be its influence in getting more universities to advertise," is his opinion.

The cost of inquiries varies from forty-five cents to two dollars each. When inquiry cost runs above two dollars, the medium is considered a poor one, and is not used, unless exceptional

## Does This Sound Logical?

The Better Farmers are naturally the bigger farmers, simply because their *better methods* have *made them bigger*.

Their favorite farm paper is naturally the one which deals with subjects which relate to *big and better farming methods*.

The Chief Editor and owner of BETTER FARMING is not a book farmer merely; he was farm born, farm raised, then educated in our best schools, and now *actually operates 22,000 farm acres*.

Is it strange that there are already 347,291 big and better farmers who are now reading BETTER FARMING simply because it speaks with *authority and experience* on matters affecting their occupation, their livelihood and their moral welfare?

Is it strange that the nation's biggest advertisers are taking increasing interest in BETTER FARMING?

Publishing Office Better Farming,  
141 W. Ohio St., Chicago, Ill.

### EASTERN OFFICE:

Barnhill & Henning, Representatives,  
23 E. 26th St., New York, N. Y.

## 85% of Our Subscribers Subscribe to No Other Nursing Journal

---

Of the total circulation of THE NURSE represented by the line above,

---

83% are practicing nurses,

---

66% are engaged in private nursing,

---

7% are welfare nurses,

---

14% are student nurses,

---

13% hold hospital and institutional positions,

---

43% are hospital graduates,

---

57% are undergraduates or nonhospital nurses,

---

15% subscribe to some other nursing journal,

---

85% state definitely that they subscribe to no other nursing journal.

---

## THE NURSE

### Circulation

12,500 *guaranteed*, secured by sample copies and by word-of-mouth commendation of readers. Eighty-three per cent. are practicing nurses. Price strictly \$2.00, without gifts or clubbing rates.

### Renewals

Renewals are 75% plus, by mail solicitation only. We have no agents or solicitors.

### Reason

We print more original articles and illustrations specially prepared as nursing magazine literature than all other nursing magazines in America combined.

### The Field

Nurses average 20 cases annually, and are more influential in matters pertaining to health than any other class of women. The nursing field cannot be covered without using THE NURSE.

## The Nurse Publishing Company

HERBERT S. MALLALIEU  
Advertising Representative

JAMESTOWN, NEW YORK



conditions are involved. Advertising is run persistently for results of a definite kind and a careful record is kept of "sales"—the amount of business actually landed among the prospects who were rounded up by means of advertising. This is why this university does not follow the practice of a few other big universities in using space in ultra-scientific journals—which journals are read mainly by college professors and not by people to whom the copy is presumably directed. The review magazines and the high-class popular magazines are found effective.

#### NO SEASON FOR THIS SCHOOL'S ADVERTISING

Another difference between the advertising of this university and of many others is that the advertising is run the year around, although it is found to pay best during April, May and June—not in July and August, when educational advertising in general is heaviest in the magazines. Results of Northwestern advertising in March and April, for instance, are uniformly about double what they are in July and August. But educational advertising in the newspapers seems to pay better later in the summer, especially advertising of the evening courses in the School of Commerce, which is directed to men actively engaged in business in and near Chicago. These courses are given in the university building in the downtown Loop. But in the case of the professional schools and the Liberal Arts College, a majority of entrants are found to have decided on going to college and on the college to which they would go early in the spring.

The advertising reaches a large number of prospective students in foreign countries. Some inquiries from abroad are interesting. Not long ago, for instance, a Persian, whose farm had been confiscated temporarily by the Turks, wanted to know if the university would let him enter and extend credit to him for his fees until after the war. Inquiries reveal a great deal of ignorance about universities—which suggests that a co-

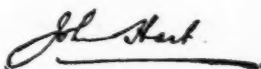
## JUST WRITE

and ask the Channel Chemical Company, Chicago, what they have done in Great Britain with the O-Cedar Mop proposition since the war started. If you get all the truth you'll be after this market pretty quick.

## London Opinion

offers you a fair test of this territory without excessive expense.

Write them to-day.



Advertisement Manager

Chandos Street, Strand,  
London, W. C.

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## WANTED—

### *Man to Handle Truck Publicity and Advertising*

Somewhere in this country there is a man—not over 28 years old—who has had newspaper reporting experience on a metropolitan sheet—and who has since learned something about motor trucks, how to advertise and sell them.

He knows how to go out and get exact data on motor truck performance—how to turn this data to advertising and selling advantage. He appreciates the necessity for scientific accuracy in this line of work. He understands what the term *merchandising* means, *in the truck business*—and knows what dealers need to help them sell more trucks on a permanently profitable basis.

He is not a finished product—but is looking for more education—ready to learn—loyal—resourceful—eager to get in on the ground floor of a big business which is about to go through a stage of tremendous development—ambitious to make a big place for himself in this big business.

WE WANT THAT MAN—as an assistant in the advertising department.

*Give us the details in your first letter.*

### THE NASH MOTORS COMPANY

*Manufacturers of  
Jeffery Motor Cars and Trucks*  
KENOSHA, WISCONSIN

---

operative campaign among universities might be good; a campaign designed to educate the public in accurate knowledge of just what the universities offer to ambitious young men.

In newspapers the Commerce-school copy is found to pull fairly on the financial pages, but it pulls better in the special educational sections. Large copy in both magazines and newspapers is found most profitable. One-hundred-and-twelve-line copy is now being tested against thirty-five-line copy in a magazine. The returns are not all in at this writing, but it looks as though the big copy is going to pull forty per cent more than three times the returns on the smaller copy. Dr. Swanson is trying to find out the size of copy that is most efficient, although he feels that the "best" size to run will vary as the amount and character of educational advertising copy develops.

The advertising appropriation is not fixed on any definite plan. Each school, department, or college asks for what it wants. Approximately sixty per cent of the total is spent in magazines and forty per cent in newspapers. However, about seventy-five per cent of the Commerce-school appropriation is spent in local newspapers during August and September. Nearly all schools and departments have found advertising to be effective, although it has been necessary to modify the promotion secretary's notion of effective copy somewhat in order to meet the ethical ideas of the alumni and faculty in dental and medical schools.

Following up the inquiry by personal letters is a new departure for a university. Yet it was found by Northwestern that one school of the university which followed up its inquiries increased ninety per cent as against an increase of fifteen per cent for any school of the university which did not see fit to do anything but send out a catalogue.

Dean Hayford, of the College of Engineering, has a most thorough follow-up system which has



## How Are You Reaching Telephone Buyers?

If you use the "2,000,000 chances a day medium" that goes to *every telephone subscriber* in New York, your message goes direct to *every person in New York* who is likely to buy by telephone.

Better let us give you the facts about the *New York City Telephone Directory* as an advertising medium before the October issue goes to press.

*Just telephone, write or call*

**New York Telephone Company**

Directory Advertising Dept. - - 15 Dey Street, New York

**The Gloved Hand**—oily, grimy with the dust of the field, holding the spark plug, has been chosen as the symbol of the age of

## Farming with Motor Power

Out west of the Mississippi, where the tractor has been accepted and is solving the farm power problem for thousands of progressive farmers, there is a class of dealers who offer the manufacturers of automobile accessories and parts a new outlet.

### Tractor Accessories

Pioneering the field and offering constructive, well rounded service to agency and advertiser, is the

**Implement & Tractor  
Trade Journal**

**Dealer Service**

KANSAS CITY OMAHA

"For the Territory West of the Mississippi"



# Standard Register of National Advertising

All that its name implies—

*A Standard of*  
Completeness, Accuracy and Efficiency  
For All Who Deal in Advertising

NATIONAL REGISTER PUBLISHING CO.

MINERS' BANK BUILDING, WILKES-BARRE, PA.

10 EAST 43rd ST.

Tel. Murray Hill 496

NEW YORK CITY

## THE THEATRE

SEPTEMBER ISSUE

Carries **15120** Lines of  
Advertising against  
9912 Lines in 1915

*"You cannot conceal  
a good magazine."*

THE THEATRE MAGAZINE CO.

6 East 39th Street

New York

brought traceable results, as has the School of Oratory.

Personal letters are also used effectively on lists of young men. It was found that young men in their teens are hard to interest by mail, harder than at any other age to get a response from them. Yet one very brief and simple letter to various lists has pulled from eleven to fifty-one per cent replies. This letter, either written by hand—to prospects in the smaller towns—or individually typed, reads as follows:

"If you will jot down on the enclosed card which subject interests you, we will be pleased to send you literature and views showing the special advantages of Northwestern University."

"Just why it is that such a letter pulls, I do not know," said E. S. Brandt, promotion secretary. "Probably it's the word 'views.' We have found that it does not pay to use the word 'catalogue'; but we had to fight to get the use of the word 'views.' It was thought by some to be misleading. This, and many other objections to university advertising is inspired by the old-fashioned idea that young men ought not to be *induced* too much to get a university education; that it ought to be a voluntary action. But the old ideas concerning university advertising seem to be dying out along with the more strenuous opposition to church advertising, for instance."

"The day of university advertising on a strictly business basis is dawning," is the firm belief of President Harris.

#### Clark in Wilson & Co. Sales Department

Walter U. Clark, who for the past six years, has been in the special newspaper representative business in Chicago and Detroit, has joined Wilson & Company, who have succeeded Sulzberger & Sons, Chicago. He will have charge of the sales of the lard and oil departments in Chicago as well as those of their branch houses.

C. C. Winningham, sales manager of the Hudson Motor Car Company, has taken charge of the advertising department, following the resignation of W. L. Agnew, the advertising manager.

# WHAT'S THE USE

of OK'ing "dolled-up" proofs—in *special ink* on *special stocks*?

The printer's either fooling himself—or trying to fool you.

When you O. K. a Quadri-Color proof—you see *exactly* what you're going to get.

The *same* stock, ink and adjustment will be used on the entire run.



## Quadri-Color Co.

Color Printers and Engravers

306 East 23rd Street, N. Y.



## Phenomenal Results

In a recent subscription-getting campaign, we addressed a special letter to our subscribers requesting them to send us the names of friends who in their opinion would be interested to subscribe to the

### AMERICAN JEWISH CHRONICLE

Several thousand letters were sent out, each accompanied by a list containing fifteen blank lines for names.

#### 74 Per Cent. Replied

Each list contained from 3 to 15 names, a total of 21,811—eventual subscribers.

A periodical which has the active support of its subscribers merits the attention of the national advertiser.

Right now you can convey your sales-message to more than 100,000 cover-to-cover readers each week.

Rate card and copy on request

### AMERICAN JEWISH CHRONICLE

*A National Weekly*

Aeolian Hall New York

## More Light on Copy Needed

COSMOPOLITAN,  
WESTERN OFFICE.  
CHICAGO, Aug. 14, 1916.

### Editor of PRINTERS' INK:

Charles W. Mears brings up the vital problem in advertising in his article in *PRINTERS' INK* of August 10, when he asks for more light on copy.

What does it profit a man to acquire a world of information on advertising technic and miss the soul of advertising—which is *copy*?

Advertising endeavors to move people to action. Its success is measured by its action. Therefore the advertising world needs more knowledge on what moves people to action.

Buckle, the historian, says: "When we perform an action, we perform it in consequence of some motive or motives; that those motives are the result of antecedents, and that therefore if we are acquainted with the whole of the antecedents, and with all the laws of their movements, we could with unerring certainty predict the whole of their immediate results."

The psychologists tell us that this is true of human actions. The sociologists tell us that they base their work on this premise. The pathologists have long since recognized this principle.

Seemingly, the advertising man holds that because he deals with the human element, he cannot tell what will happen when he expends a certain amount of effort in a given direction.

No doubt the men Mr. Mears mentioned in his article not only understand the scientific aspects of the dominant copy problem, but have through years of experience built a philosophy of advertising. It would certainly profit the advertising world to hear more of the basic principles of advertising copy from those who know.

D. G. NEWTON.

## Big Merger of Pacific Coast Packers

Announcement has been made that a group of interests headed by the Armsby Company, of New York, has obtained options on the businesses of the California Fruit Cannery's Association, Central California Canneries, Griffin & Skelly Company, and options on 51 per cent of the stock of the Alaska Packers' Association. It is commonly reported in the trade that the merger is to include the Hawaiian Pineapple Company, Ltd., and Balfour, Guthrie & Co.

## Plans of Vermilax Company

The Vermilax Company, Inc., is planning a large consumer campaign to push their Vermilax Mange Remedy for human use. Class and women's publications will be used, as well as the Sunday magazines.

# ONE BIG NEWSPAPER



## THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady  
and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

*Advertisers, Sales Managers and  
Space Buyers are requested to write*

## THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.

# LYDDON AND HANFORD CO

## Advertising

MAGAZINE NEWSPAPER  
TRADE OUTDOOR AND  
STREET CAR ▲ ▼ ▲ ▼

200 FIFTH AVE NEW YORK  
42 EAST AVE ROCHESTER  
BUFFALO ▼ SYRACUSE ▲ ELMIRA



**P**UT your selling and advertising plans under the microscope and watch every movement, profiting by correcting the weaknesses.

## Test your plan in NEW ENGLAND

You can try out 12 cities  
at a small expense

New England appeals to advertisers because in no other section is there so much capacity and readiness per mile, to purchase goods.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

New England offers a surely fruitful field for any advertiser; where wage-money circulates freely; where the cities are easy of access, and where the Local Daily Papers are strong, powerful, result-producing.

Twelve Representative New England Dailies in Twelve Representative New England Cities:

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 29,591.  
Population 100,000, with suburbs 250,000

**BRIDGEPORT, CT., POST and TELEGRAM**  
Daily Circulation 31,000—A. B. C.  
Population 150,000, with suburbs 220,000.

**HARTFORD, CT., COURANT**  
Daily Circulation 16,800.  
Population 98,915, with suburbs 125,000

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 19,414.  
Population 150,000, with suburbs 175,000.

**MERIDEN, CT., RECORD**  
Daily Circulation 5,963.  
Population 37,265, with suburbs 50,000.

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 8,783.  
Population 73,144, with suburbs 100,000.

**PORTLAND, ME., EXPRESS**  
Daily Circulation 20,944.  
Population 58,571, with suburbs 75,000.

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 9,957 A. B. C.  
Population 22,000, with suburbs 40,000.

**MANCHESTER, N. H., UNION and LEADER**  
Daily Circulation 27,705.  
Population 75,063, with suburbs 150,000.

**LYNN, MASS., ITEM**  
Daily Circulation 15,261.  
Population 89,336, with suburbs 100,000.

**NEW BEDFORD, MASS., Standard and Mercury**  
Daily Circulation 20,949 net paid.  
Population 109,000, with suburbs 120,000.

**SALEM, MASS., NEWS**  
Daily Circulation 20,021.  
Population 43,697, with suburbs 150,000.

## Would This Idea Improve Railroad Copy?

NEW YORK, Aug. 18, 1916.

Editor of PRINTERS' INK:

Let me concede right at the start that, for me personally, the picture of a railroad train in copy is alluring. The railroad is such a dominating part of our national life, and touches our every-day interest at so many points, that you cannot blame advertisers for making use of the picture of a railroad train.

But why cannot the railroads themselves give us some variety? You see them always from the outside. I won't exactly predict that the showing of the exteriors of trains is going to become stale, but I do think that the railroad people are missing a trick by not going further. Instead of showing the conventional picture of a Broadway Limited, we will say, just pulling out of the station, why can't the railroad people show the interior of this train?

I have ridden on one of these twenty-hour trains to Chicago just once, but a lot of people I know have never ridden on them at all. They have heard vaguely that they are fitted up with library rooms, barber shops, etc., but so far as I can recall these fascinating interiors have never been shown in copy. Why not? Such copy would have a fascinating grip. A clever copy-writer could play the changes on these interior scenes in a series of a dozen good ads. Surely the railroads will concede that such pictures would have keen interest!

Suppose the Pennsylvania Railroad were the first to try it. How pictures like those I have described would set its copy apart from the copy of the other railroads that are sticking to the conventional outside showing of their trains!

And after all, you don't travel on the outside of trains. You travel on the inside of them. If you solicit a man to spend twenty hours on one of these trains, it's only fair to show him what kind of surroundings he is going to have in that rather prolonged period. Besides you stand more chance of his buying a ticket.

S. B. T.

## H. B. Law in Bank Advertising

H. B. Law, advertising manager of the Wilson-Jones Loose Leaf Co., of Chicago and New York, has become associated with the Madison and Kedzie State Bank, of Chicago, as manager of the bond department and publicity manager. His successor in the Wilson-Jones organization is C. A. Newman.

## Edward J. Byrnes Leaves Thompson Company

On September 1st, after completing almost 25 years with the J. Walter Thompson Company, during which time he has handled many of the principal accounts of the agency, Edward J. Byrnes becomes associated with Edwin Bird Wilson, Incorporated, New York, as secretary of the company.

## A SURVEY OF PORTLAND MAINE

will show that it is one of the most desirable places for a trial campaign.

This survey will show it is a prosperous residential city with industrial and agricultural activity.

This survey will show that one great afternoon daily, the

## EVENING EXPRESS

dominates the newspaper field, that it goes into nine out of every ten newspaper-reading homes in Portland and suburbs.

Have a trial campaign in Portland and in the EXPRESS this fall.

Julius Mathews Special Agency  
Boston—Chicago—New York

## Tremendous Purchasing Power of Bridgeport Connecticut

In proportion to the population for an industrial city, Bridgeport's purchasing power is marvelous.

### Bridgeport's "Drawing Account" FIFTY MILLIONS!

Savings on Deposit.....	\$34,000,000
Deposits in National Banks and Trust Companies...	14,395,704
In the hands of private bankers—estimated ....	1,000,000
	<b>\$50,065,626</b>

All this is shown to demonstrate that Bridgeport has the price when you create desire for your goods through your advertising in the

## Post and Telegram

Largest Connecticut Circulation!

Julius Mathews Special Agency  
Boston—Chicago—New York

## Printers and their Specialties

Advertisers Can Consult with Profit, this List  
of Printers, When Planning their Next Job

### EMBOSSING

"stands out"—An embossed cover  
always stands out and makes your  
catalogue out of the ordinary.

*We are specialists in  
the embossing line.*

**Walcutt Bros. Co.**

141 East 25th St., New York City

### High Grade Publications AND Advertising Leaflets

**ROY PRESS**

WM. J. LAWRENCE  
President

Beekman and Gold Streets, New York

### :: PROCESS COLOR ::

C  
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**C** CHARLES FRANCIS  
PRESS is especially  
equipped to handle  
and expedite orders for  
high grade PRINTING  
Service—the best

PRINTING CRAFTS BUILDING  
Eighth Ave., 33rd to 34th Sts.  
NEW YORK

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### :: HOUSE ORGANS ::

### National Advertisers

Do you send samples of your products  
through the mails and via express?

Do you send large catalogs?

If you do, you will find they can be  
addressed conveniently and economi-  
cally by using GUMMED LABELS IN ROLLS  
perforated for use on a typewriter.

*Ask for our label catalog and book  
of information about gummed labels.  
It is free to readers of 'Printers' Ink.'*

**McCourt Label Cabinet Co.**  
54 Bennet St. Bradford, Pa.

## ADS

our claims to render service  
are expressed in our work  
—and in no other way.

**Hurst & Hurst Co.**

*Typesetters to Advertisers*

145 West 45th Street, New York  
Telephone Bryant 4534

*Satisfied customers are  
our biggest asset*

**MONROE PRESS**

225 West 39th Street  
NEW YORK

### READ PRINTING COMPANY

HIRAM SHERWOOD, President

The good business man  
is known by the poor  
printing he dodges.

106 SEVENTH AVE., N. Y.  
Telephone 6396 and 6397 Chelsea

## Typographic Service

for  
Advertising Agencies exclusively

Especially equipped for  
handling Advertising  
Composition day and night

**C. E. RUCKSTUHL, INC.**  
27 EAST 31ST STREET, NEW YORK

# Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,  
Advertising Agents and Publishers

People *used* to say that  
"a cut is a cut" until  
they saw one of ours.

## Metropolitan Art Craft Co.

2 Duane St. New York  
Telephone Beckman 4598

"THE KIND THAT'S FIT TO PRINT"

*A good Picture  
is worth a ...  
Million Words*

ARTHUR BRISBAVE  
BEFORE THE ADVERTISERS CLUB

**THE STERLING ENGRAVING CO.**  
NEW YORK CITY  
Artists - Engravers

200 WILLIAM ST. TEL. 2-9008 BETHMAN 107<sup>th</sup> AVE. 2ND 36TH ST. TEL. 3-0000 GREENTREE

## ELECTRO LIGHT ENGRAVING CO.

BENJ. W. WILSON, Pres't  
& W. MORLEY, JR., Treas.

## Photo - Engraving

COLOR WORK A SPECIALTY

411-415 Pearl Street, New York

Telephones—2350-2351 Beckman

**T**HE advance in the price of paper  
has introduced new economic  
conditions in the preparation of  
advertising literature. The use of

## Color Illustrations

will do much to offset the increase in  
the cost of paper by their superior  
selling value. Advertising directors  
will be interested in our service.

## ZEESSE-WILKINSON CO.

Color Printers & Engravers  
424-438 W. 33rd St., New York City

## The Colorplate Engraving Co.

J.E. Rhodes, Pres.

311 West 43rd St. N.Y.



Quality Color Plates

## Advertising Service

"We wish to say that your service  
has been all and more than you said it  
would be when you solicited our business  
and we naturally feel well satisfied.

Yours very truly,

Feb. 28, 1916 THE ERICKSON CO."

## THE GILL

ENGRAVING COMPANY

140 Fifth Ave.

New York

## ELECTROTYPE SERVICE IN CANADA

Messrs. N. W. Ayer & Son saved  
\$500 during the month of May  
by having their electrotypes for  
use in the Canadian Publications  
made by us.

## RAPID ELECTROTYPE COMPANY OF CANADA

345 Craig St., W. MONTREAL, P. Q.

## SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

**Best Equipped Plant in New York**

Guarantees you finest plates at  
reasonable rates

**FINE PLATES**

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 31, 1916

## Does the G. O. P. Hesitate to Advertise?

The Democratic National Committee has started a n advertising campaign in behalf of its candidate's re-election, as described elsewhere in this issue. The significant point about this campaign is the acute merchandising strategy behind it. The advertising has been apportioned and planned to appear regardless of a medium's possible political views, where it will meet, and as far as possible offset, the efforts of opponents in various localities. It is distinctly a "selling" campaign, engineered by advertising counsel, replete with "selling slogans," employing just such tactics as a manufacturer might utilize to establish a foothold in a strong competitor's bailiwick.

In the meantime, we are told, the Republicans have settled on no plan of paid publicity. It is even doubtful that they will. The National Hughes Alliance is apparently "going it alone" with at present a very small appropriation.

Is it possible, perhaps, that the Republican publicity managers are contenting themselves with the archaic, ante-bellum methods of torchlight processions and cart-tail oratory to impress their candidate's qualifications? Are they pitting their efforts on random interviews with occasional reporters from newspapers of the faith and "canned" speeches of party leaders and candidates, falling on willing ears, to get publicity? Do demands on their funds for the red fire, brass-bands and campaign "cigars" that used to figure so prominently in the perfervid electioneering of our youth preclude an appropriation for more modern publicity?

Many things have come to pass since the days when such methods told. The character of the rival candidates themselves bespeaks a healthy party respect for the advanced intelligence of the modern voting public. The number of split tickets in any election district nowadays alone can demonstrate the necessity of dealing with this modern public with modern methods: methods that grant something to the average voter's more enlightened powers of discrimination and ability to reason for himself when confronted with the facts.

We imagine there are more than many Republicans, themselves advertisers, perhaps, who would welcome some sign of a more constructive publicity programme from national headquarters.

## Misinterpretation of a Trade-mark

While it is not remarkable that members of the medical fraternity should fail to understand the true significance of a trade-mark, it is none the less regrettable. We have specifically in mind the opposition which is developing to the Bayer Company's campaign to establish a trade-mark for Aspirin. Some of our good friends among the ethical medical editors are considerably upset over it, and are representing it as an underhanded attempt to extend the patent mo-

nopoly beyond the term of years fixed by law. In some cases they go so far as to recommend that doctors stop using the word "Aspirin," and prescribe the drug only by its descriptive name, "acetylsalicylic acid." This, they think, will be only a just and proper retaliation against the Bayer Company's attempt to monopolize (*sic*) the business of producing and selling Aspirin.

Now it happens that some very ironical comment on that attitude is contained in a bulletin sent out by the New York Department of Health warning physicians against spurious Aspirin. A paragraph or two are worth quoting:

According to a circular letter sent to the Department by the Bureau of Chemistry, U. S. Department of Agriculture, considerable quantities of spurious aspirin and neosalvarsan are being peddled around in a way that makes it difficult to find interstate shipments. The spurious aspirin is a mixture of either calcium acid phosphate and starch, cream of tartar and citric acid with some alum, or milk sugar, starch and calcium acid phosphate. The neosalvarsan consists of common salt with naphthol yellow S.

While the Department of Health has notified the drug trade to be on guard against these vicious frauds, it is clear that this warning affords absolutely no protection against certain unscrupulous druggists more interested in the size of their profits than in the welfare of the patients for whom these drugs may be prescribed.

It seems needless to point out, in the light of the above facts, the danger in abandoning trade-names altogether, and relying upon descriptive names in prescribing the drug. The doctors' opposition to the advertising of Aspirin is wholly misconceived, and may be a source of mischief.

As a matter of fact, however, the doctors have simply misinterpreted the facts, through lack of a clear understanding of the nature and functions of a trademark. The Bayer Company is not attempting to secure the exclusive use of the word "Aspirin." That word is already descriptive, and when the patent on the substance expires anybody who makes Aspirin can use the name for it. Abandonment of that word on the part of physicians will work as great hardship against potential

competitors of the Bayer Company as against that company itself. The trade-mark is in reality the best safeguard the medical profession can have, since it is a sign of reputable origin and, by inference, a guarantee of quality.

### "Sauce for the Goose"

A delegation of business men from various parts of the country was coming to town. As they approached by the river, the welcoming blare of a dozen brass bands greeted them. The mayor had commandeered a flock of automobiles, and a grand tour of inspection began which took in the chief manufacturing establishments of the locality.

It was Blankville's big opportunity to show the world that it made automobile tires, and bath tubs, and mattresses, and inks, and radiators—not to mention spring beds and steam boilers. The ship-builder from Maine and the foundryman from Alabama were alike to be impressed with the fact that nowhere could their needs be better supplied than in Blankville. A souvenir issue of the Chamber of Commerce Bulletin was distributed which enlarged upon the superlative merits of Blankville products, Blankville enterprise, and Blankville hospitality—particularly the hospitality. Blankville was so glad to see its potential customers from out of town that it couldn't do enough for them.

Most of these arrangements were in the hands of the secretary of the Chamber; and needless to remark he was a busy man. So busy, in fact, that he overlooked a trifling detail which should have been attended to. The Chamber was right in the midst of its "Buy at Home" campaign, urging all and sundry to demand Blankville products and to reject those made in less enlightened surroundings. The newspapers were supplied with bold-face copy, showing the dire consequences to Blankville when you bought a Pittsburgh bath-tub, a Grand Rapids dressing-table, or an Akron automobile tire. The

billboards carried snappy mottoes to the effect that Blankville labor depended upon Blankville for its bread and butter. Most of the stores were sprinkled with signs implying that it was treason to buy pickles or laundry soap unless they bore the Blankville blazon. Car-cards warned the unwary against the blandishments of "out-of-town advertisers." In short, it would be pretty hard to spend an hour in Blankville without getting a pretty clear notion as to its opinion of other communities. It was tickled 'most to pieces to welcome the out-of-town buyer, but the out-of-town seller got short shrift. Reciprocity had no place in Blankville's trade lexicon.

Now the hard-worked secretary had forgotten to soft-pedal the "Buy at Home" propaganda, and it burst *fortissimo* upon the ears of his guests before the band had finished its overture. Furthermore, it kept on bursting all day, after the band had quit and gone home. The pleased secretary was kept busy answering questions about the campaign, and not until the delegation had departed for the next town did he realize that the mattress factory and the ink plant had received scant attention. Some of the delegates had announced their intention of starting "Buy at Home" movements of their own after the Blankville pattern, but somehow or other the implied compliment failed to arouse the secretary's enthusiasm. A remark dropped by the iron-founder from Birmingham about "sauce for the goose" had a disturbing effect upon his slumber.

No, the foregoing is not fiction. It happened in a city not a thousand miles from the center of population, whose name we suppress because it is by no means the only place where such things happen. It is a sample of the sort of provincial myopia which defeats its own purposes. Perhaps it looks feasible to attract out-of-town buyers by slapping them in the face, but as the Birmingham man put it: "Sauce for the goose is sauce for the gander."

### Alas !

The announcement that the Pullman Company will inaugurate a campaign of consumer advertising adds one more to the list of great corporations which appreciate the value of public good will. But all is not joy in the public service ranks. Alas, no. The Postal Telegraph Company understands perfectly well the dastardly motive which is back of all this corporate publicity, and frankly—not to say ruthlessly—exposes it. We quote from the *Postal Telegraph*:

"A law should prohibit public service corporations from spending their money in 'advertising.' That money corrupts the press. Its purpose is to throttle the expression of public opinion and manufacture false impressions. The only legitimate use of that money is for better service, lower rates and reasonable dividends. A street railway doesn't advertise. Neither does the Postal Telegraph Company, although it has competition. Does it require any intelligence to understand why the Bell Telephone Company 'advertises'?"

*"The Interstate Commerce Commission should investigate this."*

Poor old Public Opinion! What a lot of throttling it does have to stand when you consider the advertising of the Bell Telephone, the Western Union, the railroads, various gas and electric light companies, certain street railroads (beg pardon, but they *do* advertise), and now the Pullman Company. And what a silly lot of weaklings we publishers are, who will permit ourselves to be corrupted by annual net profits of a few hundred dollars! We begin to understand at last why the Postal does not advertise in publications: it costs so little to corrupt a publisher that it isn't worth the time it takes.

### New Grocery-trade Paper

The *National Grocer*, a new retail grocery-trade paper, is to make its initial appearance in September. The Byxbee Publishing Company, of Chicago, which formerly issued the *Inland Storekeeper*, is publisher.





# Vafiadis

VAH-FEE-AH-DIS

## CIGARETTES

*Those Americans who have smoked our Vafiadis (Vah-fee-ah-dis) Cigarettes abroad may now obtain them in the United States — because to Liggett & Myers Tobacco Company, who import them, we have also given the sole right to manufacture them from our Cairo formula.*

*Theodoro Vafiadis & Co.*

CALCUTTA · BOMBAY · LONDON · RANGOON · CAIRO

Packages of 10, 25c.

Tins of 100, \$2.50



*Liggett & Myers Tobacco Co.*

## Advertising and Correspondence Man Desires New Connection.

Mail order and advertising man who is selling high-grade specialties by mail, desires change and offers you his services for correspondence, advertising, and sales work by mail, either independent of, or in co-operation with your field force.

Knows how to find new prospects, arouse their interest in your product, build up their desire to have it, and secure their orders. Or, can supplement the work of salesmen so as to reduce the cost of making sales.

If you want to develop plans to get more business at less expense, it will pay you to write this man your requirements and invite him to your office for a personal interview.

"M. O.," Box 109, care Printers' Ink.

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## Sales-Advertising MANAGER

### DESIRES CONNECTION IN SALES OR RESEARCH WORK

Twelve years with one concern.

Two years head of plan and copy department Nationally recognized Agency.

Past five years Advertising Manager one of the largest manufactures of its kind in the country.

Age 34—married—good health.

Possess unusual organizing and executive ability, thoroughly familiar with office details and creator of efficiency systems.

Author and public speaker.

Only connection offering permanency considered. Preference given position affording financial interest in the business.

Correspondence invited. Address

### ADVERTISER

Care of Sherman & Bryan, Inc.

79 Fifth Avenue New York

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## Dealers' Problem Is to Make Old Customers Buy More

So Say the Dealer Service Men at Their Chicago Meeting—Experience of Paris Garter Manufacturers in "Rotating the Sale" Brings Out Some Adverse Criticism

WHAT kind of help does the dealer need, anyway? This was the question which 100 dealer service men representing national advertisers all over the country debated at their meeting in Chicago last week Tuesday and Wednesday. Opinions seemed to differ. But it was the consensus of the majority that what the dealer needed was fewer superficial helps, and more real assistance along merchandising lines. In other words, instead of spending a lot of money to supply the dealer with electros, store cards and the other orthodox dealer-helps, those in attendance seemed to feel that a manufacturer would derive more benefit from his dealer service appropriation by doing something toward making the dealer a better merchant.

In the discussions centering about this thought, the point was made by one speaker that especially was there an opportunity to show the dealer how to sell more goods to customers already on his books. This speaker was of the opinion that most dealers already had all the customers that their territory warranted, but that very few of them sold them anything near what they were capable of buying.

In this connection George L. Louis, of A. Stein & Company, related his experiments in "rotating the sale." Under this plan the dealer is shown by the dealer service man the power of suggestion in selling the customer who comes into his store to buy. The customer coming in to buy a pair of socks, for example, is reminded by the clerk selling the socks that they also have some Paris garters of a color suitable to wear

with the socks. Mr. Louis stated that in the several stores where this plan had been tried out it had worked quite successfully.

It was brought out, however, in the discussion which followed that while seemingly this plan had possibilities it would have to be applied judiciously and in many cases would have decided reactions. One member wanted to know if anyone present had ever been "rotated," and if he had what his impressions were of that dealer's methods. Mr. Louis pointed out that the method would have to be used with some discretion, and it would not do to suggest to young and inexperienced clerks to work along those lines. Mr. Louis also expressed the opinion that dealers should be taught by manufacturers to encourage customers coming into their store to buy rather than trying to sell them. His talk at that point was along the lines of the consumer-acceptance idea with which the readers of PRINTERS' INK are already familiar.

#### URNS DEALER'S STOCK IN FORTY-FIVE DAYS

In speaking of Sherwin-Williams' dealer work, F. C. Kuhn, of that company, said that satisfactory results had been secured by inducing dealers to appoint one of their clerks as manager of the paint department, and then taking that clerk in hand and giving him a thorough-going education. In this way the company was able to concentrate its efforts, and the clerk who was given charge of the department naturally took more pride in it, and was more responsive to the efforts of the dealer service department.

Having secured the appointment of a clerk to look after the department the company educated him along quick turn-over ideas, quite often giving him actual assistance in the way of letters and circulars to his mailing list. Mr. Kuhn mentioned one instance where such a letter campaign had turned a paint stock in forty-five days. Ordinarily a paint dealer will only turn his stock two or

### "Best Analysis In 17 Years"

A national advertiser recently told us that advertising had never proved very profitable to him. He had changed agencies several times—and finally decided to place his business direct.

We were offered an opportunity to study his problem. Three weeks were spent in making our investigation. Then we presented our report.

"That's the best and most complete analysis I have ever read on any business in my seventeen years' experience with advertising agencies" was the verdict of the president.

And we have his account to verify that verdict!

Now we're ready to study another problem. Perhaps it will be yours—if you write for further facts right away.

**Turner Advertising Company**  
608 S. Dearborn Street, Chicago

Nothing Succeeds Like Service **123**



## You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

**W. H. STAVENHAGEN CO., Inc.**  
331 FOURTH AVE., NEW YORK  
Telephone, 6420 Madison Square.

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## I know a man

who has been a successful Salesman and a successful Salesmanager in the mercantile field. Who has represented two of the largest woman's publications for enough years with each to make it a cinch he was delivering full value for a pretty weekly pay envelope.

This man is not old, no gray hairs show and no bald spot makes you think he is "too old," yet he feels that he has served his novitiate and he wants a sure-enough permanent job as Sales Manager (with supervision of advertising) of some product for women.

I will vouch for this man.

CHARLES E. CHURCHILL  
of CHURCHILL-HALL, Inc.,  
50 Union Square, New York

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## IN LONDON

Thanks to John Hart, "the finest Englishman who ever set foot on Brother Jonathan's Land," I am meeting the most prominent British advertising men. John gave me a luncheon at the Aldwych Club. At this gathering I met London's bright and shining lights in the advertising and selling world.

I am making a thorough study and investigation of British advertising from the American copywriter's point of view.

John Hart has courteously requested me to write my British advertising impressions for the first issue of his house organ entitled "Hello!"

MYRON TOWNSEND

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three times a year. Efficient dealers will turn them as high as five times and an exceptional dealer nine times.

Another phase of dealer service work which came in for more than an ordinary share of attention was the possibilities of working with the small-town dealer. A. E. Cull, of the Corn Products Refining Company, said that his company had found small-town dealers especially appreciative of co-operation. In order to cash in fully on this condition the company had equipped dealer service men with moderate-priced automobiles so that they could get around freely among dealers who would otherwise be difficult to reach.

### HELP DEALERS TO HELP THEMSELVES

The opinion also prevailed that manufacturers ought to guard against over-helping the dealer and robbing his advertising of individuality. One advertising manager present stated that he found it best only to suggest headings for ads, and leave it to the dealer to fill in the text. When this was done the dealer was requested to send the completed ad in for criticism. The object of doing this was to show the dealer how to help himself and to get him into the habit of doing things on his own initiative. In this way the burden of helping the dealer would be gradually shifted from the shoulders of the manufacturer to the shoulders of the benefiting dealer, where it rightly belonged.

A permanent organization was effected, and it is the desire of the organization to affiliate with the Associated Advertising Clubs of the World as a conference if the by-laws of that body permit. C. M. Schuller, of the U. S. Gypsum Company, was elected president; F. C. Kuhn, of the Sherwin-Williams Company, and S. B. Hord, of the Eastman Kodak Company, were made vice-presidents, and J. E. Brynes, of the California Fruit Growers' Association, secretary-treasurer.

## *In Heaven Alone*

We get paid for trying.  
On earth we get paid for  
results. Those results are  
netting me as sales man-  
ager at the age of thirty,  
\$5000 per year.

Due to a change in policy  
of my present company, I  
am going to resign, and  
will therefore be glad to  
hear from a company in  
need of a man that can  
develop a sales campaign  
and help the "boys" put it  
over.

G. B., Box 111, care of Printers' Ink.

# The Little Schoolmaster's Classroom

THIS is a story about bricks—just plain, common, everyday bricks, such as you may see piled alongside any vacant lot where a building is going up, and which are sold—if you believe the brick-makers—under conditions of such ruinous competition that there is mighty little profit in the business for anybody. Be that as it may, it is fairly evident that to the ordinary individual “bricks are bricks,” and aside from the more ornamental varieties there is little to distinguish one kind from another. Brick fireplaces have been successfully advertised, and the Hydraulic Pressed Brick Company has made advertising contribute to the sale of certain grades of brick for fine work, but “just bricks” would hardly appeal to the imagination of the advertising man. This, however, is a story which has to do with the advertising of “just bricks,” and if some enterprising newspaper solicitor takes it to his local brickyard and starts something—more power to him!

\* \* \*

“In 1913,” says Robert C. Mitchell, general manager of the Farr Brick Company, Cleveland, “we had a daily capacity of 190,000 common brick which were selling at an average price of \$7. To-day we have a daily capacity of 450,000 common brick which are selling at an average price of \$8.90 per 1,000.

“About two years ago, we sold our selected common brick, which were taken from the center of the kiln and packed in straw for delivery, at an advance of 50 cents per 1,000 over the regular price of ordinary common brick. By changing the name of this class of brick to Homestead Face Brick, and insisting to the architects that this was the proper material to use in the construction of Colonial buildings, we have succeeded in raising the price to \$13 per 1,000, without in any way altering the product or delivery,

and our sales on same have increased ten-fold.”

So much for the result of the campaign which has centered about the persistent use of moderate space in two Sunday newspapers.

\* \* \*

But what can you say about the merits of common bricks, particularly when you are talking to the average, non-technical reader of a Sunday newspaper? Not much perhaps, yet the Farr people, according to Mr. Mitchell, have contrived to say enough to get their product into the minds of 90 per cent of the people of Cleveland. In the first place they coined a slogan with stickers all over it like a cockle-burr—“Buy Farr the Best.” Then they proceeded to feature that slogan in connection with copy which would catch the eye of the crowd, and at the same time would please the architect and engineer. Some samples submitted by Mr. Mitchell are as follows:

“Jack Sprat, he built a flat,  
His wife she drew the plan.  
Between the two, when they were through,  
It wasn't worth a d—.

“Profit by the experience of others and employ a reputable architect, engineer or builder.”

“A man there was and he built a house,  
It was ruined by his erring spouse,  
If he had used a brick of test,  
It would have been BUY FARR THE BEST.”

“Profit by the experience of others and employ a reputable architect, engineer or builder.”

\* \* \*

“Upon the introduction of our Homestead Face Brick,” says Mr. Mitchell, “we erected in a very prominent part of Cleveland, at an expense of \$11,000, an ornamental brick wall on top of which was erected an ani-

# Baths for Brain Workers

"The Cooling Bath"—"The Restful Bath"—"The Tonic Bath"—these are some of the titles of a series of articles now running in **GOOD HEALTH**. Want them? If you're a "man who decides" about investments of advertising appropriations—just ask. No obligation. I just want you to know what **GOOD HEALTH** is doing for busy people like yourself.

Advertising  
Manager

## GOOD HEALTH

1809 W. Main Street  
Battle Creek, Mich.

**Population 62,288 Trading Centre for 100,000**

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

## Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it



## HOTELS STATLER

Hotel Statler, ST. LOUIS, now building

Rates from \$1.25 Per Day



**BUFFALO**

450 Rooms 450 Baths



**DETROIT**

1000 Rooms 1000 Baths



**CLEVELAND**

1000 Rooms 1000 Baths

## Who's to Be Judge?

THERE would be small point to our guaranteeing you absolute satisfaction in a Hotel Statler unless we also agreed—as we do—that you are to be the judge.

We renew that guaranty and that understanding here. And we promise you, any time you come to us, more than your money's worth in comfortable, convenient hotel accommodations and service.

Every room has private bath, circulating ice-water, and many other unusual conveniences. Morning paper delivered free to all guest-rooms. You get more for your money—unquestionably—at any Hotel Statler.

You'll always find other advertising men at the Statler.





# WANTED

## Sales Manager

### Experienced in Drug Trade

One of the country's leading makers of toilet preparations needs a man with—

Initiative; character; ability to plan selling campaigns, handle men on the road and close big deals himself; thorough knowledge of toilet preparation field; experience and disposition to co-operate intelligently with Advertising Manager, etc., etc. This is a good opportunity to connect with a big, growing, high-grade house. See if you can sell yourself in 200 words or less.

Address S. M., Box 107, care of Printers' Ink, 185 Madison Ave., New York City.

### Advertising Writers Wanted

We need two additional writers immediately; men who can plan and write sound and convincing copy. Agency experience necessary. Give full information.

**McCONNELL & FERGUSON**  
Advertising Agency

London, Toronto and Winnipeg, Canada

### Service Man Wanted

We have an opening in our Service Department for a man fully experienced and competent to originate attractive layouts, and write effective copy for all classes of direct advertising literature.

The service rendered our customers consists of suggestive ideas for mailing cards, booklets, catalogs, and every kind of direct advertising. We want applications from men who can show proof of doing such work and not from those who think they can. This position requires hard work and has a future governed entirely by the sincerity and ability of the man who is engaged.

Unless you can fill all the requirements of this position beyond all reason of a doubt do not apply. Tell us all about yourself, salary expected, send photo and samples which will be returned. All applications strictly confidential.

SERVICE DEPARTMENT.

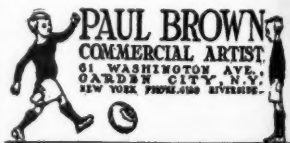
**WOODWARD & TIERNAN**  
PRINTING COMPANY

ST. LOUIS, MISSOURI.

mated electric sign outlining our trade-mark and slogan. The wall is further ornamented by the addition of stone benches, drinking-fountain and flag-poles. It is sixty feet to the top of the electric sign, and ninety feet to the top of the flag-poles. We received considerable adverse criticism from advertising men at the time we made this expenditure. Our books told the tale—it would have been cheap at twice the price."

In addition to the newspapers, the company uses the local telephone-books and the city directory, and sends rather high-grade novelties at times to architects and builders.

There is an advertising man in a city of the Middle West who has discovered a new use for the encyclopedia. From time to time of an evening he takes a volume of his set and fingers the pages until his eye strikes an appealing subject and then he reads it through, more or less carefully, always with the end in view of increasing his fund of information. This is not, in itself, a novel way in which to employ a



**"CLIMAX"**  
SQUARE TOP  
**PAPER CLIPS**  
*The Clip that Grips*

Packed 10,000 to the box, F.O.B. Buffalo.

10,000	- - -	17c per 1,000
50,000	- - -	13c per 1,000
100,000	- - -	10c per 1,000
500,000	- - -	9c per 1,000
1,000,000	- - -	8c per 1,000

**Buffalo Automatic Mfg. Company**  
457 Washington Street Buffalo, N. Y.

reference-book, but the novelty lies in the thought that is always uppermost in this man's mind: "How can I make this fact, or that, work in my advertising?" Unconsciously he card-indexes the newly acquired information in his brain and frequently has been able, later on, to put it to tangible use.

\* \* \*

Two attributes are needed to make his plan work—ability to sift the kernels from the chaff as he reads and then a facile mind in which to store them away. It would be good memory exercise for most of us to take a turn at an encyclopedia occasionally. But don't labor over it, else it will be labor lost. Poor Smike, whom Nickleby befriended, could remember nothing except by repeating it again and again, and even then he could remember—nothing at all.

### Goodrich's National Touring Week

August 8 to 12 was featured in the Goodrich tire advertising as "National Touring Week." The newspaper advertising ranged from half pages in the newspapers to smaller spaces and in addition some automobile manufacturers and many local dealers had specially prepared copy.

The Goodrich advertising featured the service rendered by the company's National Touring Bureau and guide-posts.



### THE LAWYERS' MAGAZINE

Keeps the attorneys in touch with the new developments of their profession.

Why not use it to keep them in touch with your products?

Forms close September 10th for October issue

**The Lawyers Co-op. Pub. Company**  
Rochester, N. Y.

**The Editor of  
Printers' Ink  
says:**

"In the last analysis,  
it's copy that counts."

I would like to hear from a man who believes this, and furnish him intelligent copy service.

Address "E," Box 110,  
Printers' Ink.

## Lincoln Freie Presse

**GERMAN WEEKLY  
LINCOLN, NEB.**

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

## AMERICAN MOTORIST

**Largest Circulation in Its Field**

Actual bona fide paid-in-advance subscription exceeds that of any motoring magazine. 55,000 monthly circulation guaranteed. Main Office:

RIGGS BLDG. WASHINGTON, D. C.

Member Audit Bureau of Circulations

## PREMIUMS

Manufacturers, Publishers, Sales Promoters, Advertising Agencies, can secure a premium for every need by writing International Premium Headquarters - - -

### S. BLAKE WILLSDEN

Premium and Advertising Specialties  
1606 Heyworth Building  
CHICAGO, ILLINOIS

**"GIBBONS Knows CANADA"**

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

### BOOKLETS AND CATALOGS

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third street, Philadelphia, Pa.

Foreign languages copy service. Translations and original copy; Spanish, Portuguese, Italian, French; catalogues, booklets. Not merely a translation bureau but an organization of technical specialists thoroughly knowing foreign markets. Handle every phase. Estimates furnished. Foreign Trade Service, Inc., 1 Broadway, New York.

### COLLECTIONS

RESULTS EVERYWHERE. If your collections are slow, write office of Benjamin A. Javitz, New York City.

### HELP WANTED

ADVERTISING SOLICITOR WANTED by publication devoted to the aid of horses. Is official organ of influential New York society. Box 688, care Printers' Ink.

Successful agency offers opportunity for a real business getter to cease being a mere Employee and become a potential factor in its business. Must control few good accounts. May acquire moderate interest if he desires. Applications treated in strictest confidence. Box 705, Printers' Ink.

WANTED—Young man for permanent position with publicity department of steel and specialty house. Someone who has the principles of advertising and who can work up information supplied him by managers of various departments into good circulars and other advertising matter. Christian. Reply must state salary and experience. Location, New York. Address Box 687, care Printers' Ink.

A Layout Man of exceptional ability and experience is wanted by an advertising agency with large national accounts. The position is open only to applicants measuring up to the highest standards of good taste in advertising art. Address Box 700, care P. I.

Permanent position for high grade commercial artist with large corporation, 180 miles from Chicago. Must be person with experience, originality and ambition. Unlimited opportunity for advancement. State age, salary, and send samples in first letter. Box 697, care Printers' Ink.

### WANTED SALESMEN

To sell Out-door Advertising. Exceptional opening for two good salesmen to travel New York, Pennsylvania and Eastern territory; permanent positions, with salary and expenses. Salesmen with out-door advertising experience preferred, but not essential. Give full sales record and references in first letter. Address Box 702, Printers' Ink.

### POSITIONS WANTED

COMBINATION SERVICE MAN AND SOLICITOR FOR LIVE PAPER IN NEW YORK OR WITHIN 200 MILES. GOOD REFERENCES. BOX 684, CARE PRINTERS' INK.

I want to manage advertising for Manufacturer whose campaign needs careful nursing and is in the development stage. Box 683, care Printers' Ink.

*Business Increased \$100,000.00 In One Year* under my advertising management in a western city; am going to make a change; can you use me? Address "Advertising Manager," 1907 Woodbourne Ave., Louisville, Ky.

Mr. Advertising Manager—I can analyze a proposition; plan and write its copy campaign. Short agency experience. Give me the chance to show and grow. Box 690, care P. I.

A Pacific Coast or Middle West agency who wants a young man with agency experience, one who thoroughly understands printing and engraving (having been foreman of both job and newspaper plants) has handled copy, is good letterer and layout man, and graduate Knox course of salesmanship, would do well to address A. Ray Neptune, 3936 Cleveland Ave., San Diego, Cal.

**Sales and Advertising Assistant**, now with large N. Y. agency. Adaptable. Sales correspondent. Copy writer, manager. Three years on road. Technical college graduate. Box 676, care P. I.

I seek a position in any branch of advertising as solicitor or any capacity where advancement is assured; have good education, affable and five years' experience with trade journals. N. Y. City preferred. Age 25. Box 701, P. I.

A young woman who can write strong **SALES LETTERS**, has had successful experience in selling merchandise and advertising by mail, conducting general correspondence and writing advertising copy, wants to make change. Box 693, care Printers' Ink.

#### CORRESPONDENT AND ESTIMATOR.

Young man, 27, married, open for position with printing concern of large capacity, as first-class estimator and general correspondent. Broad printing experience. Can produce results. Understands costs. Box 698, care P. I.

Possessing excellent experience with sampling, window campaigns, detail, sales and general sales promotion work, I would appreciate correspondence from concerns who could utilize my services. References, etc., meet strictest requirements. Box 685, care Printers' Ink.

#### MAIL ORDER AND

Advertising man, selling high-grade specialty to engineers, desires change and offers you his exclusive service at moderate salary to begin. Lays out, writes copy for, and supervises circulation of effective circular letter campaigns, either independent of, or co-operating with, your sales force. Makes sales come easier and cost less. Personal interview requested. "M. O." Box 703, care Printers' Ink.

#### WHERE THERE'S ACTION—

Resigning trade organization position and want connection where the tension is high and opportunity commensurate. College man; young; married; metropolitan experience. Good at analysis and mail work especially; man of ideas. Right age for you to add to your organization for a constructive life work. Particulars from Box 699, care P. I.

#### Advertiser, Publisher, Manufacturer

I can relieve you of detail work. Enjoy working under "high pressure." Can undertake responsibilities. Have prepared copy and layouts for advertisements, catalogues, booklets and circular matter, including the engraving and printing. Have written sales promotion correspondence, adjusted complaints and interviewed prospects. Am young and desire to connect permanently with a high-grade firm or man as an assistant or as one of the working force. Salary secondary; opportunity desired. Box 696, care Printers' Ink.

**Advertising Solicitor.**—Experienced, methodical, constructive worker, of successful record, favorably acquainted N. Y. City and throughout Eastern field, seeks opening on well-rated general or class publication; highest credentials; correspondence confidential. Box 695, Printers' Ink.

Here's an ambitious foreman printer, age 27, who can take complete charge of small plant, meet customers, estimate, etc. Experienced in advertising and selling. Can help customers plan advertising campaigns. West preferred. N. G. W., 1928 Howard Ave., San Diego, Cal.

#### A TRIPLE ALLIANCE.

Ability, Adaptability and Experience. Formerly Editor leading railway publication; close touch with publicity work; expert in technical subjects. Can prepare and write descriptive articles, catalogues; can manage and edit house-organs. Exceptionally fitted through years of practical experience to take complete charge of publicity work either for railway supply firm or manufacturing concern. Box 694, care P. I.

#### A First-Class Workman

—is ready to take a hand at your advertising and publicity problems.

Fours years devoted to agricultural promotion work of a territory nearly as large as Belgium.

Member of the advertising staff which made **ELECTRICAL PROSPERITY WEEK** possible.

Now connected with one of the biggest electrical houses in the world.

I know the game from copy to trade-marks and can intelligently supervise or faithfully perform. What am I offered? Box 686, care Printers' Ink.

#### a new angle—

You, Mr. Advertising Man, seek it daily. It is a compound of punch, high lights and make-up skill—in short, a *new angle*.

That is why newspaper work trains a man for advertising—effective and efficient advertising.

Three years of newspaper work have trained me in forceful writing, headlining and lay-out. At present I hold an executive job.

I want to change for advertising because it offers a wider field to energy and initiative.

You have a place for me.

Box 691, care Printers' Ink.

#### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circulars and terms.

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# Hundreds of Managers

can get *big sales* at *HIGH COST*. But that doesn't put any dividends in your pocket at the end of the year. It's the *big sales* at *LOW COST* that make *dividend checks*.

And it's big sales at *LOW COST* that the men of The Chicago Tribune's Merchandising Service Department specialize in. They'll show you how to hold your advertising expense down, and hold your other selling expense down, *at the same time that you BOOST YOUR SALES*. They'll give you *facts* and *efficiency* instead of *fiction* and *fumbling*. They'll study your product and your problems. They'll give you the benefit of data covering years of actual merchandising experience. They'll give you ten minutes of their time or ten weeks, whatever is necessary. And their service is *FREE*.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

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